AUGUST 2, 1954

35c PER COPY

HNOLOGY DEPT.

BROADCASTING TELECASTING

Detroit Public Libry
Technology Dept
96 Putman Dr
Detroit 2 Michigan
NEWSPAPER
Dec54 H-B
N1143
B 10D

IN THIS ISSUE:

dio-Tv Prominent
Congress Windup
Page 31

ale vs. Dual Rate
ght Flares Anew
Page 33

RTB to Show Tv
romotion Plans
Page 46

Wants Free Rein
ren Broadcasters
Page 50

ATURE SECTION
gins on Page 75

23RD year

HE NEWSWEEKLY
RADIO AND TV

PUBLIC LIBRARY
AUG 2 1954
DETROIT

Baltimore is different!

. . . and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

W-I-T-H *covers this highly concentrated market efficiently!* You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's** *superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.

DIFFERENT
Baltimore
N.Y.
CHICAGO
LOS ANGELES

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY

She Butters Up A Large Slice Of the Midwest

Right next door to housewives in 11 states, Wynn Speece has been "Your Neighbor Lady" on WNAX-570 for 13 years. The 5 states—Minnesota, the Dakotas, Nebraska and Iowa—in Big Aggie Land aren't enough for Wynn. Mail comes in from 11—plus Canada; in 10 years she has received 1¼ million cards and letters. Her mail may contain anything from Ma's favorite recipe to a family problem. Wynn reads select items on the air and asks for listener comment. Result: more mail. Participating in this manner, housewives feel that they belong to the program, call themselves "Neighbor Ladies," listen each weekday, 3:30-4:00 p.m.

And respond. Over 5,000 loyal listeners from four states came to watch the Neighbor Lady demonstrate at a Cooking School in June. Thirty-five thousand orders for "Your Neighbor Lady" booklets at 25c a copy were received. Three times a week Wynn offered $1.79 food mixers, in seven months pulled 4,357 requests by mail order alone. Total sales exceeded $7,790.

Do you have something to sell to housewives? Let Wynn tell her "Neighbor Ladies." Old friend and confidant to thousands, she will tell them about your product in her own words. Ask the Katz Agency for full details.

WNAX–570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.

EAST
MIDWEST
SOUTHWEST

there's a

Meredith* Television Station

in view!

If you're looking for sales results in four of America's important markets—Kansas City, Missouri; Syracuse, New York; Omaha, Nebraska; Phoenix, Arizona, contact the Meredith* TV Station.

Meredith* TV Stations are long on SHOWMANSHIP, SALESMANSHIP and RESULTS!

Meredith* *Television* Stations

KCMO-TV
KANSAS CITY, MO.

WHEN-TV
SYRACUSE, N. Y.

KPHO-TV
PHOENIX, ARIZ.

WOW-TV
OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency • WOW-TV represented by Blair-TV, Inc.

***Meredith Television Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

MR. CHANNEL 8
8

NEW

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York
Hanover
Gettysburg
Chambersburg
Frederick
Hagerstown
Westminster
Harrisburg
Lebanon
Sunbury
Lewistown
Carlisle
Lewisburg
Shippensburg
Reading
Pottsville
Shamokin
Coatesville
Lock Haven
Huntingdon
Waynesboro

316,000 WATTS

STEINMAN STATION
Clair McCollough, *President*

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

closed circuit.

FCC DOESN'T propose to wait before approving new multiple ownership rule allowing two uhf outlets per entity in addition to five vhfs. Action can be expected before mid-August. Chairman Potter (R-Mich.) of Senate Communications Subcommittee already has given rule his personal blessing but subcommittee hasn't made up its mind.

★ ★ ★

IN ANTICIPATION of raising of multiple ownership limit to include two uhf stations in addition to present limit of five stations of both classes, all networks, plus group-owned operations, reportedly are in process of making allocation studies to determine where best they can operate additional uhfs. Search reportedly centers around markets in top 50 where there are not enough vhfs to accommodate all networks.

★ ★ ★

WHEN ten-man tv advertising bureau committee meets Thursday it will face problem of resolving divergent ideas on official name for new project. "TAB" would conflict with outdoor advertisers' Traffic Audit Bureau; "TvAB" involves opposition of NARTB members who resented that bureau's competitive debut in spring; "TB" has obvious clinical objections. One suggestion: "TvB" for "Television Bureau."

★ ★ ★

THIS WEEK'S FCC meeting (scheduled for Wednesday) may be last full agenda session until after Labor Day. Rosel H. Hyde plans to leave this week for month's vacation in his native Idaho, marking his first vacation since he assumed chairmanship April 18, 1953. Comr. George E. Sterling is back in Washington but proposes to return to his new Peak's Island, Maine, home until about Aug. 15. Meanwhile, Commission is expected to function on limited basis, allowing staff members to get in their vacations, too.

★ ★ ★

SET manufacturers believe Senate move to allow $7 tax credit on tv sets incorporating uhf band is inadequate. One of largest (outside RETMA fold) contends that tuner which would take in only local and near-fringe would cost about $12 and that full-range good tuner would run $14-$15 net cost to the manufacturer. Figuring 2¼ times cost on consumer price, it would mean $27 for cheap tuner and up to $33.75 for good one.

★ ★ ★

DID GOV. Gordon Persons of Alabama discuss with President Eisenhower at session last week his possible appointment to FCC after he finishes gubernatorial term at year-end? There was no answer from any responsible quarter. Most speculation was that he and President discussed Phenix City vice and gambling situation. Gov. Persons, brother of Maj. Gen. Wilton B. Persons, deputy assistant to President, was manager of WSFA Montgomery two decades ago and is being supported for next vacancy on FCC, which comes up next June 30 when Comr. Frieda B. Hennock's term expires.

★ ★ ★

AS OF yesterday (Sunday) Clarke A. (Fritz) Snyder wound up as CBS-TV stations relations director [CLOSED CIRCUIT, July 26]. He's reportedly negotiating for station management post. CBS-TV Station Relations Vice President Herbert V. Akerberg doesn't contemplate naming successor immediately.

★ ★ ★

GENERAL TELERADIO Film Division this week will announce sale in some 20 markets of 30 feature films acquired from Bank of America last March. First sale will represent $1 million total. General Teleradio reportedly paid $1.25 million for rights. Films were released theatrically between 1946 and 1949 but not until now to tv.

★ ★ ★

AFTER APPEARANCE of Comr. Robert E. Lee last Tuesday before National Press Club, as cold and critical an audience as any bureaucrat can face, he was talked up as desirable speaker on public events. He parried questions in give-and-take session following his formal speech with skill that surprised many journalistic veterans. Some of boys began talking up prospect of his appointment to chairmanship, which has been hanging fire since last April, but Comr. Lee has insisted he isn't even remotely a candidate for that post.

★ ★ ★

THERE'S GROWING indignation in station ranks (notably non-NBC outlets) over new Gillette "Look Sharp, Be Sharp" recording as full-length rendition. One DJ (on NBC outlet) described it as "the longest commercial in radio for which nobody gets paid."

the week in brief

► Congress pushes radio-tv matters 31
► Mogul and the representatives are still feuding . . 33
► Watch tariff boost won't affect ad budgets now . 34
► United Television plans sales expansion 36
► Radio, tv networks have grossed 19% more in '54 42
► NARTB to reveal tv promotion planning 46
► Record men, NARTB slate parley on 45's 48
► Lee would enlarge broadcaster responsibility . . . 50
► Rules group to hear industry's coverage views . . 53
► Radio-tv people deny Red affiliations 54
► Court upholds FCC's skywave stand 56
► Tv-on-air total goes to 390 59
► AFTRA holds national meeting in Detroit 66
► ABC-TV schedules 13 weeks of NCAA football 69
► High-standard tv from a low budget 78
► Animated slides make low-cost commercials 79
► KOMO does a public service job in Seattle 80
► 'Saturday Review' cites six for public interest . . 87
► Saarland is leading Europe in commercial tv . . . 88
► Telestatus: tv stations, sets, target dates 99

The management and personnel of WSPA take this opportunity to extend heartiest congratulations to Jane Dalton, director of women's programs and promotion for WSPA for 15 years.

orchids to you . . . madam president!

We are very happy . . . and extremely proud . . . that American Women in Radio and Television acknowledged Miss Dalton's ability, sincerity and charm by electing her their association's president for 1954-56.

We know she will fulfill her new duties as President of AWRT with the same diligence, talent and enthusiasm that has made her so successful an air personality in the Piedmont section of the Carolinas.

THE JANE DALTON HOUR
participation
9:00—10:00 A.M., Weekdays

WSPA

First CBS Radio Station for the Spartanburg-Greenville Market
South Carolina's Oldest Station
Spartan Radiocasting Company, Spartanburg, S.C.
Represented by George P. Hollingbery Company

5,000 WATTS 950 KC

Walter J. Brown, President
Roger A. Shaffer, Manager
Ross Holmes, Sales Manager

at deadline

President Approves Plan For Oceanic Tv Study

RESOLUTION (SJ 96) providing for nine-man commission to study possibilities of transatlantic television was approved Friday by President Eisenhower. Commission will study global communications, with $250,000 appropriation, and report to Congress by Dec. 31 [B•T, July 26].

Membership of commission had not been named as B•T went to press. Group will study ways to use radio-tv in building cooperation and understanding among free nations. Report of House committee said plan to link U. S. with rest of world is engineeringly feasible, referring to NARCOM (North Atlantic Relay Communications System) being studied by engineers. More than 50 nations are developing tv networks, according to report, with tv offering important means of reaching rest of world.

Resolution was passed last year by Senate after Foreign Relations Subcommittee heard report on NARCOM relay plan by William Halstead, president of Unitel Inc., New York [B•T, May 18, 11, 1953].

NARTB Neglecting Radio, Webb Insists to Fellows

NARTB should hold separate radio and tv conventions, abandon district meetings and reinstate Sales Managers Executive Committee, Frank V. Webb, vice president and general manager of KFH-AM-FM Wichita, Kan., suggests in letter to NARTB President Harold E. Fellows.

Conceding industry meeting problem is getting out of hand ("Is That Meeting Necessary?" B•T, July 19) and answering July 22 letter by President Fellows, Mr. Webb said money saved from abandoning district meetings could be used to set up separate radio and tv sales departments in NARTB, contending BAB can't cope with problems handled by former Sales Executive Committee. Among radio subcommittees he proposed are rate card, standard contract, audience measurement, and sales.

Radio and tv conventions could be held same week in separate hotels during transition period toward separate conventions which he claimed should be six months apart. He contended many in industry have mistaken idea that tv "is simply a superior radio signal, coupled with a moving picture," charging some in NARTB "share this obtuse point of view." He cited figures of J. Frank Jarman, WDNC Durham, N. C., new NARTB director for medium stations, showing 1,455 NARTB radio and 256 tv station members.

Stromberg-Carlson Sales Up

NET SALES of Stromberg-Carlson Co., Rochester, for first six months of 1954 reported at $31,928,861, compared with $31,042,754 for same period of 1953. Net earnings for period were listed at $1,177,759 as against $1,071,271 for first six months of 1953, with dividends on 504,183 shares of common stock amounting to $2.26 per share, compared to $2.43 per share on 420,875 shares oustanding June 30, 1953. Operations of Stromberg-Carlson-owned WHAM-AM-TV and WHFM (FM) Rochester, N. Y., are included in figures.

PROGRESS REPORT

TABULATION of data collected by Alfred Politz field workers engaged on $80,000 nationwide survey to determine number and location of radio and tv sets is about ready for delivery to Advertising Research Foundation, which is supervising and validating study [B•T, April 5]. After ARF experts have fine-tooth combed, task expected to take about two weeks, Politz results will be turned over to survey's underwriters, four radio networks and Broadcast Advertising Bureau.

Voice Notes Efficiency Up After Year Under USIA

VOICE of America marked its first anniversary last Saturday under management of U. S. Information Agency and released summary of activities, claiming it is "doing more with fewer people for less money."

Statement noted it had reduced annual budget during year from $22,427,000 to $16,600,000 and its working force at home and abroad from 2,000 to 1,600. It was stated that effectiveness of Voice had been increased by placing into operation transmitters at Munich, in Philippines and Okinawa; increasing number of language programs in "sensitive" areas of Far East from 34 to 38; shifting of emphasis to news and commentaries on news, and increasing broadcasts to communist and satellite areas. Voice, which previously had been under Dept. of State, is in process of moving operations from New York to Washington, with shift expected to be completed by Nov. 1.

Eisenhower Lauds USIA

FREEDOM and tyranny are fighting to capture minds and souls of men, President Eisenhower said Friday in message congratulating U. S. Information Agency on "substantial achievements" during its first year of operation. USIA operates Voice of America broadcasts and other facilities. It celebrated anniversary Friday though not one year old until Sunday. Supporters of liberty must depend "upon efforts such as those in which you and your colleagues are engaged," President said. (See story above.)

Network Flexibility Is Aim Of New AT&T Pathway

NEW 2,400-mile tv pathway, linking stations in northeastern quarter of country, was to be put into operation yesterday (Sunday), AT&T announced Friday. Four video channels, two each way, comprise closed loop arrangement extending from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh and Washington, enabling any station along route to receive programs from any other station in loop or to transmit to other stations with minimum of switching. New facilities are designed to make intercity tv transmission more flexible, AT&T's Long Lines Dept. said.

FIRST 'TONIGHT' • Polaroid Co., Cambridge, Mass. (Polaroid Land camera), is first sponsor to sign for NBC-TV's new *Tonight* show (Mon.-Fri., 11:30 p.m.-1 a.m. EST), starting Sept. 27 when show premieres (see page 70). Agency: Doyle-Dane-Bernbach, N. Y.

GE TV ON RADIO • General Electric Co., Schenectady (tv receivers), through Maxon Inc., N. Y., preparing spot radio announcement campaign using more than 100 stations. Schedule to break during first week in October and run for six weeks.

BIG ONES BITING • Several advertisers—among them Congoleum Inc., NBC-Biscuit, Chevrolet, U. S. Tobacco—understood interested in picking up alternate week sponsorship of *Big Town*, Wednesdays, 10:30-11 p.m., on NBC-TV. Show is sponsored by Lever Brothers on 52-week basis, alternate weeks. NBC-TV expected to announce alternate soon.

ON THE SOAP-BOX • General Motors Corp., Chevrolet Motor Div., Detroit, will sponsor CBS Radio's coverage of semi-final and championship races of 17th All-American Soap-Box Derby at Akron Aug. 15, 4-4:15 p.m. EDT. Agency: Campbell-Ewald, Detroit.

ANTI-FREEZE SPOTS • National Carbon Co., N. Y. (Prestone), through William Esty Co., N. Y., planning usual fall radio-tv spot announcement campaign with market list estimated at about same size as last year.

YEAR-ROUND CAMPAIGN • Dolan Corp., N. Y. (anti-arthritic product), through Van Der Linde Co., N. Y., placing 52-week radio spot announcement campaign on over 100 stations. Schedule will be launched in mid-September.

POWER IS CHOICE • Chattanooga Medicine Co., Chattanooga (Black Draught), through Harry B. Cohen Co., N. Y., preparing radio spot announcement campaign using mostly power stations, Sept. 7 through Nov. 29.

OIL SPREADING • Gulf Oil Co., Pittsburgh, through Young & Rubicam, N. Y., planning spot schedule in more than 50 radio markets, starting mid-September for 13 weeks.

Iowa Broadcasters Oppose Langer Bill, Switch to 45s

RESOLUTIONS opposing Langer bill to prohibit liquor advertising, policy of record-makers to standardize 45 rpm records among broadcast stations, and any curbs or restrictions on radio-tv's access to news coverage adopted Friday by Iowa Broadcasters Assn. at business meeting in Fort Des Moines Hotel, Des Moines.

John Meagher, new NARTB vice president, delivered plea for unity and cooperation among broadcasters in support of association and industry activities. He reviewed NARTB accomplishments in talk.

Ernest C. Sanders, WOC-AM-TV Davenport, elected president, succeeding Ben Sanders, KICD Spencer. Others elected were Walter Teisch, KOEL Oelwein (president of Iowa Tall Corn Network), vice president, and Bill Baldwin, KSO Des Moines, secretary-treasurer. Earl Williams, KFNF Shenandoah, elected director for three year term.

THE HON. HERMAN E. TALMADGE
Governor of the State of Georgia

THE HON. WILLIAM B. HARTSFIELD
Mayor of the City of Atlanta

GEORGIANS GET FIRST-HAND FACTS ON CITY AND STATE VIA WAGA-TV

Governor Talmadge and Mayor Hartsfield are both regular guests on WAGA-TV programs, "Capitol Report" and "This is Your Town."

These are more than public service programs—they are *public information* programs which give first-hand facts on issues concerning the state and city. The response is so great, no Pulse or Hooper or ARB is needed to convince either of these public officials of the vast audiences they reach.

And none will be needed to convince you that WAGA-TV blankets the area. The steady climb of your sales curve will tell the story emphatically.

Let our reps give you the facts on WAGA-TV—the station Georgians look to for facts about city and state.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, Vice President
and National Sales Director,
118 E. 57th Street, New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Avenue, Chicago

100,000 WATTS

A STORER STATION

waga-tv

CHANNEL 5 CBS-TV, ATLANTA, GA.

at deadline

FCC Denies Uhf Protest Against WGAL-TV Power

IN OPINION declaring economic protest of improved facilities granted ch. 8 WGAL-TV Lancaster, Pa., was made too late without justification, FCC Friday denied joint petition for rehearing filed by five uhf stations: ch. 71 WTPA (TV), ch. 27 WCMB-TV and ch. 55 WHP-TV, all Harrisburg, and ch. 49 WNOW-TV and ch. 43 WSBA-TV, both York, Pa.

FCC said matters alleged had been considered in original hearing on WGAL-TV bid. Commission also ruled protest petition was inappropriate vehicle to ask rule-making proceedings to determine whether vhf stations should be allowed power boosts until higher power equipment is available to uhf stations in same area.

WFAA-TV Asks Ten-Fold Temporary Power Boost

APPLICATION for temporary increase in power from 27.1 kw to 274 kw on ch. 8 filed with FCC Friday by WFAA-TV Dallas. Station will have building available for new RCA transmitter and has signed equipment contract. It hopes to go on with higher power by Oct. 1.

WFAA-TV will operate from present site on Hines Blvd. It plans to move transmitting facilities to Cedar Hill where 1,521-foot tower for joint WFAA-TV and KRLD-TV use will be completed in late 1955. WFAA-TV plans full 316 kw power when tower is completed. A. Earl Cullum is handling engineering of project. FCC approval given high tower last April.

WPRO-TV Opposes Rival Bid

WPRO-TV Providence, R. I., permittee for ch. 12, petitioned FCC Friday not to accept for filing ch. 12 bid of E. Anthony & Sons which submitted for deletion its permits for ch. 28 WTEV-TV New Bedford, Mass., and ch. 50 WBOS-TV Boston (early story page 56). WPRO-TV held Anthony application violates Commission rules since ch. 12 already is assigned to WPRO-TV. Providence outlet said its prior right to ch. 12 is not altered by fact stay order was issued by Commission on ch. 12 grant pending conclusion of hearing on economic protest of ch. 16 WNET (TV) Providence.

Flint Uhf Turns in Permit

WTAC-TV Flint, Mich., ch. 16, surrendered permit to FCC Friday. Station suspended operation in April and together with WTAC was reported sold fortnight ago to Radio Hawaii Inc., owner KPOA Honolulu, for about $275,000, subject to FCC approval [B•T, July 12]. WTAC sale agreement is still effective, it is understood.

Uhf WKAB-TV Suspends

WKAB-TV Mobile, Ala., ch. 48, informed FCC Friday it was to suspend operation Sunday because of financial difficulties, but hoped to return to air by October. Only other station on air there is ch. 10 WALA-TV.

IRISH RADIO

RIGHTS to radio broadcasts of home and away football schedule of Notre Dame U. have been acquired by MBS, which is offering games to affiliates for sale on local cooperative basis, B•T learned Friday. Mutual will present 10 Notre Dame contests under title of *The Game of the Week*, starting Sept. 25 and ending Dec. 5. Open date of Oct. 23 will be filled with another attraction.

Autry, Rogers Draft Appeal

ATTORNEYS for cowboy stars Gene Autry and Roy Rogers plan appeal to U. S. Supreme Court from California Supreme Court decision allowing Hollywood Tv Service to sell their old western movies to tv. California court denied rehearing of case. Actually, court decision was victory for Mr. Autry in that it upheld contract clause prohibiting editing pictures to length practical for tv. Mr. Rogers had no such protection. Hollywood Tv reports continued interest in films, but will delay sales decision until Aug. 31 deadline for Supreme Court appeal.

Iowa Daytimer Sold

SALE of KFAD Fairfield, Iowa, by Carl D. Boyer and associates to Alec Chesley, owner of KCOG Centerville, Iowa, for $35,000 announced Friday. KFAD operates on 1570 kc with 250 w, daytime only. KCOG broadcasts on 1400 kc with 100 w. Blackburn-Hamilton handled sale. Application for FCC approval due to be filed soon.

Mighty Mite Speaker

COLUMBIA Records last week introduced the kilospher, phonograph speaker size of candy bar yet capable of relaying frequencies up to 20,000 cycles per second, according to announcement by James B. Conkling, president. Twin "K" speakers are to be incorporated in Columbia's latest 1954 models of "360" phonograph as well as in new tape recorders, he said.

New "K" speaker is perforated metal oblong with more than 500 tiny apertures, enclosed in thin plastic foil, each aperture acting as loudspeaker when electric signals from phonograph system set foil to vibrating.

UPCOMING

Aug. 4: Radio-tv testimony before Senate Rules subcommittee studying committee procedures. U. S. Capitol.

Aug. 4: NLRB hearing on AFM-AFTRA dispute. New York.

Aug. 5: Committee to form plans for all-industry tv sales promotion unit, Mayflower Hotel, Washington.

Aug. 5: NARTB, record manufacturers meet to discuss switchover to 45 rpm discs, N. Y. Athletic Club, New York.

For other Upcomings see page 105

PEOPLE

WILLIAM C. MUNRO, account executive, Geyer Inc., N. Y., to McCann-Erickson, N. Y., as head of radio-tv section of central research department.

ALBIN B. NELSON, advertising department, Colgate-Palmolive Co., Jersey City, named assistant media director. He will work with **SAMUEL L. FREY,** media director.

JAMES L. PERRY and **HOWARD W. ROSE,** account executives for Fairbanks - Morse; **ARTHUR E. PETERSEN,** Hines Lumber Co., and **JOSEPH H. CARO,** Chicago Title & Trust Co. and Club Aluminum, all of which use radio or tv or both, elected vice presidents, Buchen & Co., Chicago.

CASTLEMAN D. CHESLEY, formerly assistant athletic director at U. of Pennsylvania, appointed program coordinator of ABC-TV sports department.

IRA WOLFF, copywriter for Dancer-Fitzgerald-Sample, N. Y., joins NBC-TV as sales presentation writer for shows sold under participation sales plan.

JOHN B. HUGHES, veteran radio-tv newscaster with stations including WOR-TV New York, WPTZ (TV) Philadelphia and KFOX Long Beach, Calif., will launch *The News Tonight with John B. Hughes* over DuMont's WABD (TV) New York (Mon.-Fri., 11-11:15 p.m. EDT), starting Aug. 9.

AFTRA Prepares Demands For Pension-Welfare Plan

DETAILS of pension and welfare demands to be made on five major networks by AFTRA discussed at closed committee sessions Friday, with action expected Saturday at annual convention of union. Committee drafts of demands were to be ready for convention session Saturday (early convention story page 66).

Other proposals included constitutional amendment specifying biennial instead of annual conventions. Transcription code clauses covering local rates and conditions also slated for discussion. Convention committees were named by George Heller, national executive secretary, at Thursday night session.

CAA May Modify Rules On Tall Tower Markings

CIVIL Aeronautics Authority has had second thoughts regarding advisability of placing so-called warning devices on tall tv towers. Policy instructions for regional offices, in preparation, understood to warn that such equipment is actually navigational aid and might be used by pilots for homing. Thus far, there have been only three or four such requirements with broadcasters. Instructions will call for relocation of such devices away from tower.

Where no other solution is available to telecaster who claims particular site and height is imperative, CAA policy is to agree to move navigational aids, or establish new ones, regional offices will be told.

Official announcement of policy guidance instructions to regional offices may be announced this week.

RETMA Satellite Study

SPECIAL booster-satellite committee of Broadcast Equipment Section, Radio-Electronics-Tv Mfrs. Assn., will meet Tuesday at Emporium, Pa., to inspect satellite tv station operated by Sylvania Electric Products. Committee already has fund of information on booster operation of WSM-TV Nashville [B•T, June 14, 7]. Ben Adler, head of Adler Communication Labs., is chairman of RETMA subcommittee.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

AVAILABLE!
CHILLS
FOR THE
WARM
EVENING
LISTENER

SUNDAY
THRU
FRIDAY
10:00-10:30 P.M.
MONDAY
THRU
FRIDAY
"BOSTON BLACKIE"
SUNDAYS
"SEALED BOOK"
ON
WSAZ

THE KATZ AGENCY
National Representatives

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies 33
At Deadline 7
Awards 87
Closed Circuit 5
Editorial 106
Education 68
Facts & Figures 42
Feature Section 75
Film 36
For the Record 89
Government 50
In Public Interest 68
In Review 14
International 88
Lead Story 31
Manufacturing 72
Networks 69
On All Accounts 26
Open Mike 18
Our Respects 22
Personnel Relations 66
Professional Services 87
Programs & Promotion 82
Program Services 42
Stations 59
Trade Associations 46

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Edwin H. James, *Managing Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Glickman, *Special Projects Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Kathryn Ann Fisher, Peter Pence, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add **$1.00** per year for Canadian and foreign postage. Regular issues: **35¢** per copy; 53d and 54th issues: **$5.00** per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast **$41.60** per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, **1735 DeSales St., N.W., Washington 6, D. C.** Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

***Reg. U. S. Patent Office**

Copyright 1954 by Broadcasting Publications Inc.

Washington, D.C. where money is made!

Inside the Bureau of Engraving and outside . . . everywhere you look they're making money in Washington. We've got the highest major-market family income in the nation here—a lovely green $7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you . . . but your share of the treasure outside is here for the asking—when you ask for it over WTOP-TV (Washington's most watched television station). For this Washington Post-CBS Television station delivers more potential customers each week for your sales message than any other television station in the Washington metropolitan area.

SOURCES:
Sales Management, May 1954
(top 25 metropolitan areas): Telepulse, Jan.-June 1954

WTOP-TV

Represented by
CBS
Television Spot Sales

The Country's No. 1 Sport-BOWLING!

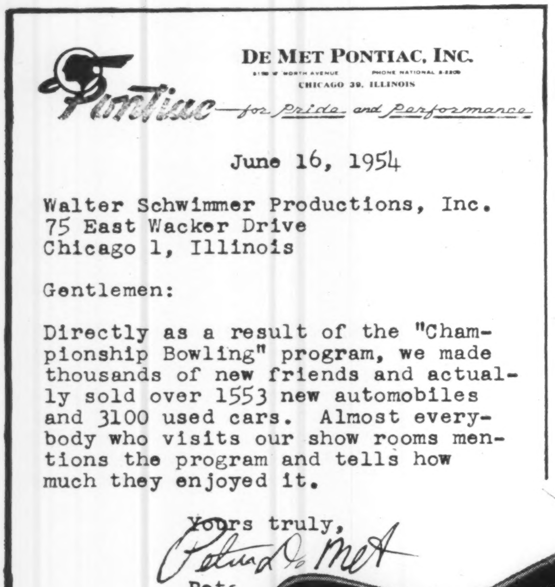
(Greatest number of participants, 16,000,000 according to Brunswick-Balke-Collender Co.)

Each film in the series a real thriller! The vast sports-loving public will make this a must. Wonderful close-ups! Sensational follow-thru on the action! *Championship Bowling* at its best.

A SMASH HIT in Chicago when it was telecast live!

Increased the sets in use **40%.** Had an **11.4** ARB at 11:00 to 12:00 midnight Tuesday nights—more viewers than the other three competing stations combined! It was the most talked-about nighttime show in town. Chicago sports pages gave the matches great coverage. Chicago Bowling Alleys gave it enthusiastic merchandising cooperation.

Championship Bowling will get RESULTS... Just read this letter:



DE MET PONTIAC, INC.

CHICAGO 39, ILLINOIS

Pontiac—for Pride and Performance

June 16, 1954

Walter Schwimmer Productions, Inc.
75 East Wacker Drive
Chicago 1, Illinois

Gentlemen:

Directly as a result of the "Championship Bowling" program, we made thousands of new friends and actually sold over 1553 new automobiles and 3100 used cars. Almost everybody who visits our show rooms mentions the program and tells how much they enjoyed it.

Yours truly,

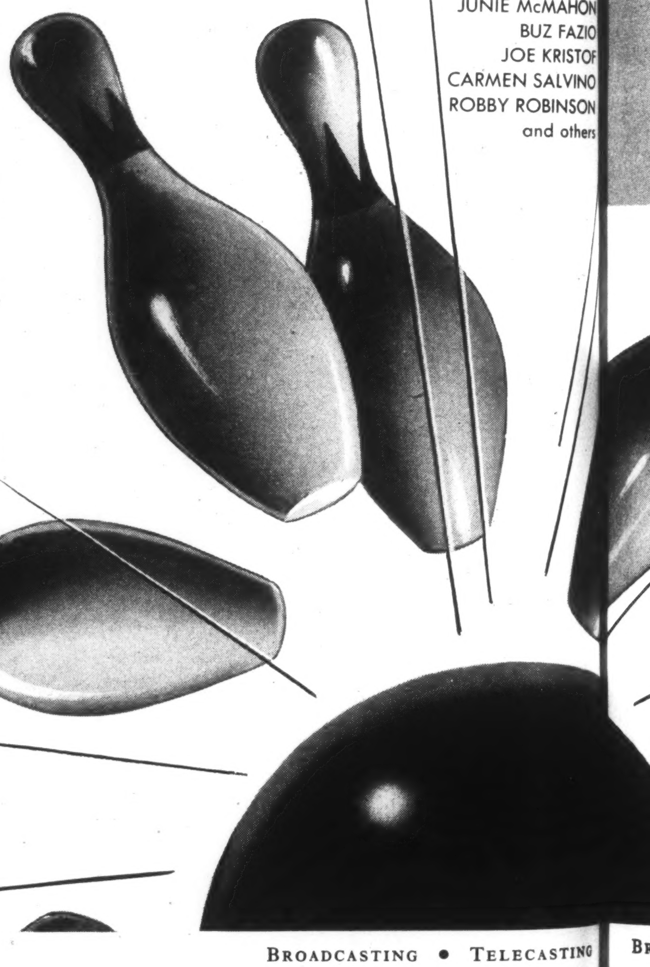
Peter DeMet

Pet-

FEATURING

The World's Greatest Bowler

BUDDY BOMAR
(pictured above)
DON CARTER
JOE WILMAN
STEVE NAGY
ED KAWALICS
PAUL KRUMSKE
BILL LILLARD
JUNIE McMAHON
BUZ FAZIO
JOE KRISTOF
CARMEN SALVINO
ROBBY ROBINSON
and others



"CHAMPIONSHIP BOWLING" NOW ON TV !

This is a FIRST-RUN, BRAND-NEW SERIES (made in 1954) of 26 one-hour bowling films featuring Match Elimination Games between the Champions of the Bowling World . . . for major cash awards. It's got the big element that puts a wallop into a TV sports show—SUSPENSE! All the top stars under our exclusive contract. No show like it on the market!

Exciting! Suspenseful! Terrific!

It's New! It's a Winner! It's a Natural!

This is the first quality sports show ever put on film for TV. Can be programmed in "fringe" time—and will be the rating leader *overnight*, regardless of what's programmed against it . . . even the best feature film in the market.

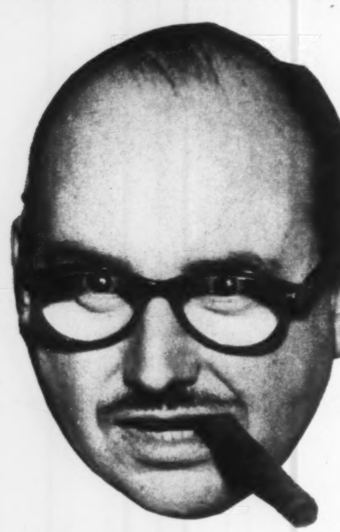
Write, phone or wire for descriptive brochure and prices. Audition reel to stations and agencies on request.

(Frankly, folks, we only have a limited number available on CHAMPIONSHIP BOWLING, so its *really* a matter of first come, first served.)

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1—FRanklin 2-4392

I'M JOE FLOYD . . .



I belong to a family of BIG SPENDERS

They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

* Husky sections of South Dakota, Minnesota, Iowa, Nebraska

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, President

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

IN REVIEW

RED SKELTON SHOW

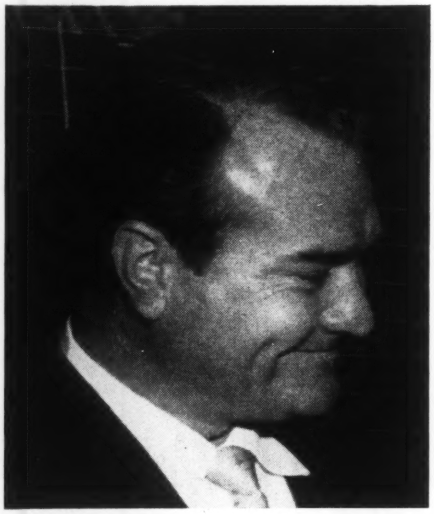
Orchestra Leader: David Rose
Executive Producer: Cecil Barker
Co-Producer: Douglas Whitney
Co-Producer and Director: Jack Donahue
Originated live in Hollywood.

RED SKELTON is somebody's idea of how to snap summer tv out of the doldrums. So CBS-TV slipped him into the Wednesday night hour usually occupied by Arthur Godfrey's relaxed *Friends* program. The result is standard Skeltonia with a variety show twist.

Outstanding angle to the show's format is getting two name guest stars to appear each week. The first episode featured screen star Tony Curtis and piano player Liberace. On the second were screen star Burt Lancaster and opera singer Anna Marie Alberghetti.

Messrs. Curtis and Lancaster were there to promote motion pictures. In the midst of it all Mr. Skelton suddenly gave way to several minutes of film clips from the latest movie releases of those stars. It was just like the "coming attractions" at the Bijou.

Guests Liberace (accompanied by silent brother George) and Miss Alberghetti were there to play straight parts. In the first instance Liberace kept smiling while Pianotuner Skelton wrecked a piano. In the second Miss Alberghetti participated with him in a parody of "Carmen." Luckily, even that treatment couldn't dim her talent.



RED SKELTON

HIS GUESTS REPLACE GODFREY'S FRIENDS

Thrown in for good measure are the usual second-string variety acts. Altogether it's an exhaustingly enthusiastic hour.

GUNSMOKE

Network: CBS Radio
Time: Mon., 6-6:30 p.m. PDT
Producer-Director: Norman Macdonnell
Writer: John Meston
Musical Director: Rex Koury
Stations: Full CBS Radio network (205 stations, plus 2 Hawaiian)
Sponsor: Liggett & Myers Tobacco Co. (Chesterfield cigarettes)
Origination: Hollywood

PROOF that recently-declared burial services for radio drama are somewhat premature can be heard every Monday on CBS Radio's *Gunsmoke*. Hailed as an "adult western," it lives up to advance billings through intelligent writing and excellent acting, direction and production.

Gunsmoke was condemned by the National Assn. for Better Radio & Tv for "extreme violence" during what NAFBRAT termed the "children's hour" [B•T, July 19]. Granting the early hour of the program, with the setting in the Dodge City of the trail-driving days it's hard to see how the series could avoid violence. Any number of reputable sources can show that Dodge was a violent place to live and *Gunsmoke's* claim to distinction from the ordinary run of the singin', gittar-strummin' western sheriff genre is that it accurately mirrors the feeling of the place and time.

The July 19 episode had three killings. A Chinese cook killed one of two bigoted bullies tormenting him and was killed, in exchange, by the bully's partner. When the remaining bully resisted arrest, he was killed by Marshal Matt Dillon, who William Conrad quietly and convincingly portrays as a professional and capable policeman.

Moral lesson aside, if any is intended, *Gunsmoke's* success lies in the fact that when it calls upon listeners to supply imagination, it gives them considerably more than half a chance to do so with an entertaining script and presentation.

BOOKS

PUBLICITY IN ACTION. A handbook, 1954, by Herbert M. Baus. Published by Harper & Brothers, New York. $4.50.

THIS expansion of a 1942 book is designed to be a working manual and reference book for those engaged in business and civic enterprises. Ways of using television, radio and other media are detailed, with practical examples as illustrations.

Mr. Baus writes from experience gained as former publicity director of Los Angeles Chamber of Commerce and the Army Air Forces, as well as an independent public relations counsel and teacher at U. of Southern California.

In his television discussion he takes the freedom of speech problem seriously. "Newspapers and magazines enjoy a true measure of freedom, and are censored by nothing but the canons of good taste and public approval," he writes. "But many other media—for example, radio, television, movies—labor under a heavy veil of official censorship."

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time For Color.*

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

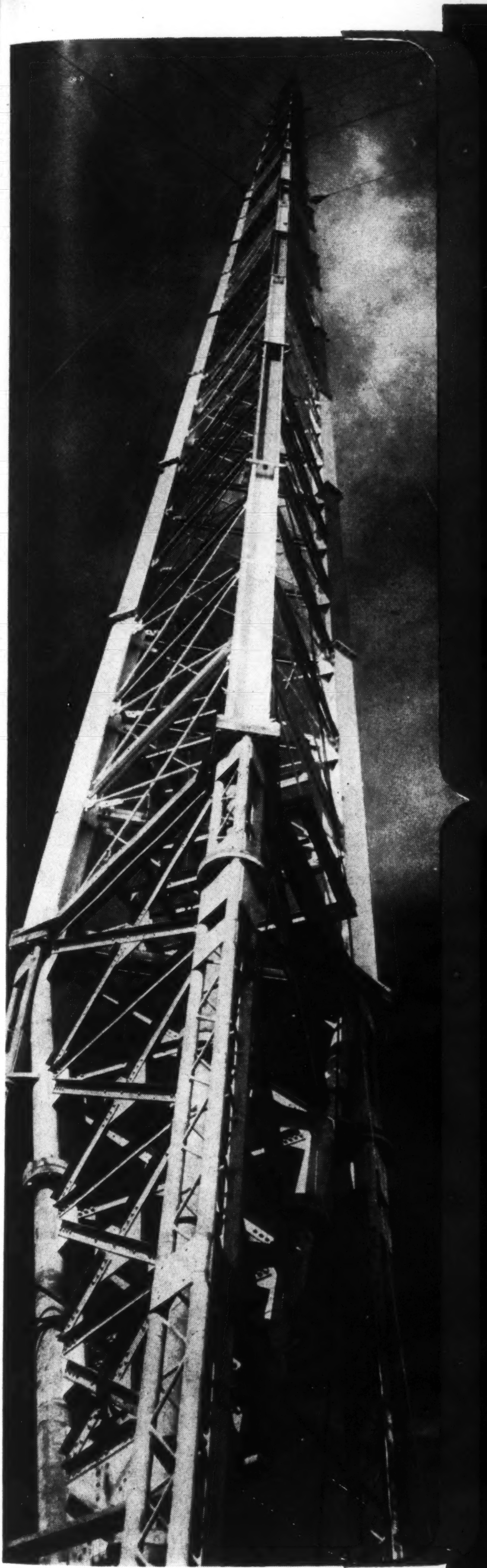
NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

August 11: Fort Meade, Md.

August 5, 12, 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]



ZOOMING UP

. . . MORE THAN

125 STORIES HIGH!

KWTV's new tower—soon to be the world's tallest man-made structure—is rushing skyward toward its 1572-foot destination.

And KWTV's new studios—soon to be among the largest and best equipped in the Southwest—are also near completion.

Here's a glimpse at the KWTV picture you'll have by October 1:

1572-foot antenna
316,000 watts—video
158,000 watts—audio
Oklahoma's largest coverage area*—
1,401,400 population;
$1,326,048,000 retail sales

More people, more money, more
TV homes than any other
Oklahoma station!

*100 microvolt area per engineering computations. Population and sales figures—1954 Sales Management Survey of Buying Power.

Oklahoma's Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE
Sales Manager

EDGAR T. BELL
Executive Vice-President

CBS

KWTV - CHANNEL 9
OKLAHOMA CITY

REPRESENTED BY AVERY-KNODEL, INC.

Contracts
Contracts
Contracts
Contracts
Contracts
Contracts
Contracts
Contracts
Contracts
Contracts
you should
own
such a
business!

XUM

Contracts
Contracts
Contracts
Contracts
Contracts
Contracts

uld

wn

n a

ss!

Radio is good business. Last year radio billed more than $700 million. That's peanuts to what radio billing will be as more and more advertisers discover what it can do for them.

You want low cost coverage? Do you want to place messages where they will do the most good? Do you want a virtual monopoly on the attention of millions-on-the-move? Do you want to reach your customers everywhere?

Then you've got to have radio. No other media can do the job as well.

Do as over 2,300 major advertisers did on WBC stations last year

By using WBC's five 50,000-watters, many enjoyed substantial savings with multiple station discounts. They hit America's big population belt . . . at least 26,500,000 . . . at a cost as low as 21¢ per thousand.

Crazy? You should be so crazy. Call Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York, or your nearest WBC station. Let them show you why radio is good business for you.

WBZ-WBZA
51,000 watts
in Boston and Springfield

KYW
50,000 watts
in Philadelphia

KDKA
50,000 watts
in Pittsburgh

WOWO
50,000 watts
in Fort Wayne

KEX
50,000 watts
in Portland, Oregon

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ (TV)**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland, Oregon*

National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.

XUM

COVER
NORTH CAROLINA'S
RICH, GROWING*
"GOLDEN TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

WITH
WSJS
TELEVISION
CHANNEL 12

*A 24 COUNTY MARKET WITH RETAIL SALES $1,028,000,000

(Sales Management 1954 Survey of Buying Power)

NBC
Interconnected Television Affiliate

National Representative:
The Headley-Reed Company

OPEN MIKE

Geography Lesson

EDITOR:

In former years a standard and very wonderful part of BROADCASTING'S Yearbook was a large map which showed the cities with am, fm and television stations in the United States and Canada.

With all of the changes in recent years, this map would be more important than ever, even if it were impractical to try publishing a map at this time showing the television stations.

Do you happen to have such a map of fairly recent date which we could purchase, or if not, do you happen to know where we could locate such a map?

Vernon L. Morelock
Vice Pres. & Tv-Radio Dir.
Winius-Brandon Co., Advertising
St. Louis

[EDITOR'S NOTE: Maps of am and fm stations are available at $1 each, quantity discount. A new tv station map will be published at the end of August.]

Broke and Unenlightened

EDITOR:

Congratulations on your editorial, "Is That Meeting Necessary" in the July 19 issue. Certainly all broadcasting meetings are not necessary, and too frequently broadcasters return home broke, tired, confused and no wiser for the experience. On the other hand, many of our meetings are necessary and worthwhile.

Your editorial prompts me to suggest two ways that the number of meetings might be reduced. (1) A check list outlining the conditions which should obtain before it is necessary or advisable to call a meeting. (2) A better and more thorough job of advance planning and preparation by those calling the meeting would frighten some of us to the point that the meeting would not be scheduled. Of course, those which were scheduled under this plan would have a better chance of being successful and worthwhile.

There's no charge for this little pearl of wisdom, and you might receive the plaudits of the industry if you would develop and expand this idea in BROADCASTING • TELECASTING.

R. B. Hanna
Manager, WGY-WRGB (TV)
General Electric Stations
Schenectady

[EDITOR'S NOTE: Comments on this subject by other broadcasters are welcome.]

Things Are Looking Up

EDITOR:

. . . The [FCC's] letter to the American Civil Liberties Union denying the latter's request for another hearing on the subject of licensee's handling of controversial issues [B•T, July 12] bespeaks the confidence which the FCC holds for the broadcaster's sense of fair play.

The ACLU like many other organizations who lay claim to lofty objectives in the field of "protecting the public interest" sometimes is revealed more as a would-be censor. The militant opposition voiced by James Lawrence Fly in behalf of the ACLU, to any rights of editorial expression by broadcasters is well remembered. It was while Mr. Fly was chairman of the FCC that the ill-starred Mayflower Decision was permitted to become a rule by *obiter dictum,* that for many years restrained broadcasters from exercising their constitutional rights of free expression.

There is a vast and wholesome difference between the administrative agency of today and the FCC during the tenure of Mr. Fly, Mr. [Clifford] Durr and the other so-called liberals. Their liberality is extended only to those who share their particular viewpoint. Unhappily the ACLU is still more concerned with abridging rather than nurturing freedom. . . .

Rex Howell, Pres.
KFXJ-AM-TV
Grand Junction, Colo

P&G in Canada

EDITOR:

We are at a loss to understand the AT DEADLINE item you printed in your June 28 issue about an alleged "Switch in Canada" by Procter & Gamble.

In the first place, Procter & Gamble of Canada operates out of Toronto, not Cincinnati. Secondly, neither Benton & Bowles nor Compton handles the Cheer and Oxydol accounts. Third, except for one isolated case, no switch from spot to programming took effect on July 1. . . .

J. A. MacDonald
Radio Dept.
The Procter & Gamble Co. of Canada Ltd.
Toronto

[EDITOR'S NOTE: The item was obtained from a reliable source which B•T had no reason to question, but B•T is glad to publish Mr. MacDonald's letter to clear the record.].

Mr. Chairman

EDITOR:

. . . May I say that I found the picture and story treatment of the "Songs Across the Sea" presentation ceremony recently held in my office [B•T, July 12] to be both complete and accurate.

On behalf of the officials of KSOO Sioux Falls, S. D., may I express our collective appreciation for your kind cooperation in this entire matter.

Hon. Karl E. Mundt
U. S. Senate
Washington

Long WAVE

EDITOR:

Noticed in the July 5 issue of BROADCASTING • TELECASTING the box on page 18 titled "Freak Tv Signals Are Back."

WAVE-TV has had numerous long distance signal reports and we wonder if any other station can match this list: Wheatland, Wyo.; Portland, Me.; New Brunswick, Canada; Phoenix, Ariz.; Wibledon, N. D.; Laurel, Mont.; Havana, Cuba.

Charles W. Hill, Prom. Mgr.
WAVE-AM-TV Louisville, Ky.

Beer Slogans

EDITOR:

Kindly award the weekly goof award to [your] recent article on beer and baseball in Milwaukee [B•T, July 19]. I doubt very much that Fred Miller could ever prove that Blatz was the beer that made Milwaukee famous. I think rather that Mr. Miller would be more concerned with Schlitz on this score. . . .

Earl K. Straight, Prog. Dir.
WGMA Miami

[EDITOR'S NOTE: Suds got in a copy editor's eyes.]

Mr. Fly,
so-called
d only to
viewpoint.
concerned
ring free-

At Dead-
28 issue
y Procter

mble of
t Cincin-
wles nor
ydol ac-
ted case,
ok effect

e Co. of

ed from
eason to
Ir. Mac-

ure and
he Sea"
in my
ete and

Sioux
ive ap-
in this

ASTING
"Freak

istance
er sta-
Wyo.;
Phoe-
Mont.;

Mgr.
e, Ky.

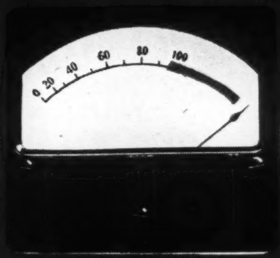
rd to
all in
much
Blatz
us. I
more

r.

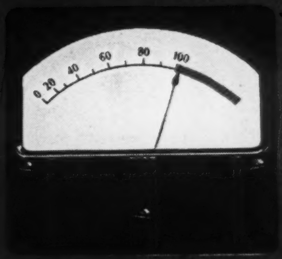
itor's

TING

DO YOU GET THIS AUDIO READING...



INSTEAD OF THIS?



Invest Just $195 and give your studio automatic audio level control!

NEW! UNI-LEVEL AMPLIFIER

CALL it a Uni-Level amp or a "station attendant"... either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete specifications will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

Progress Is Our Most Important Product

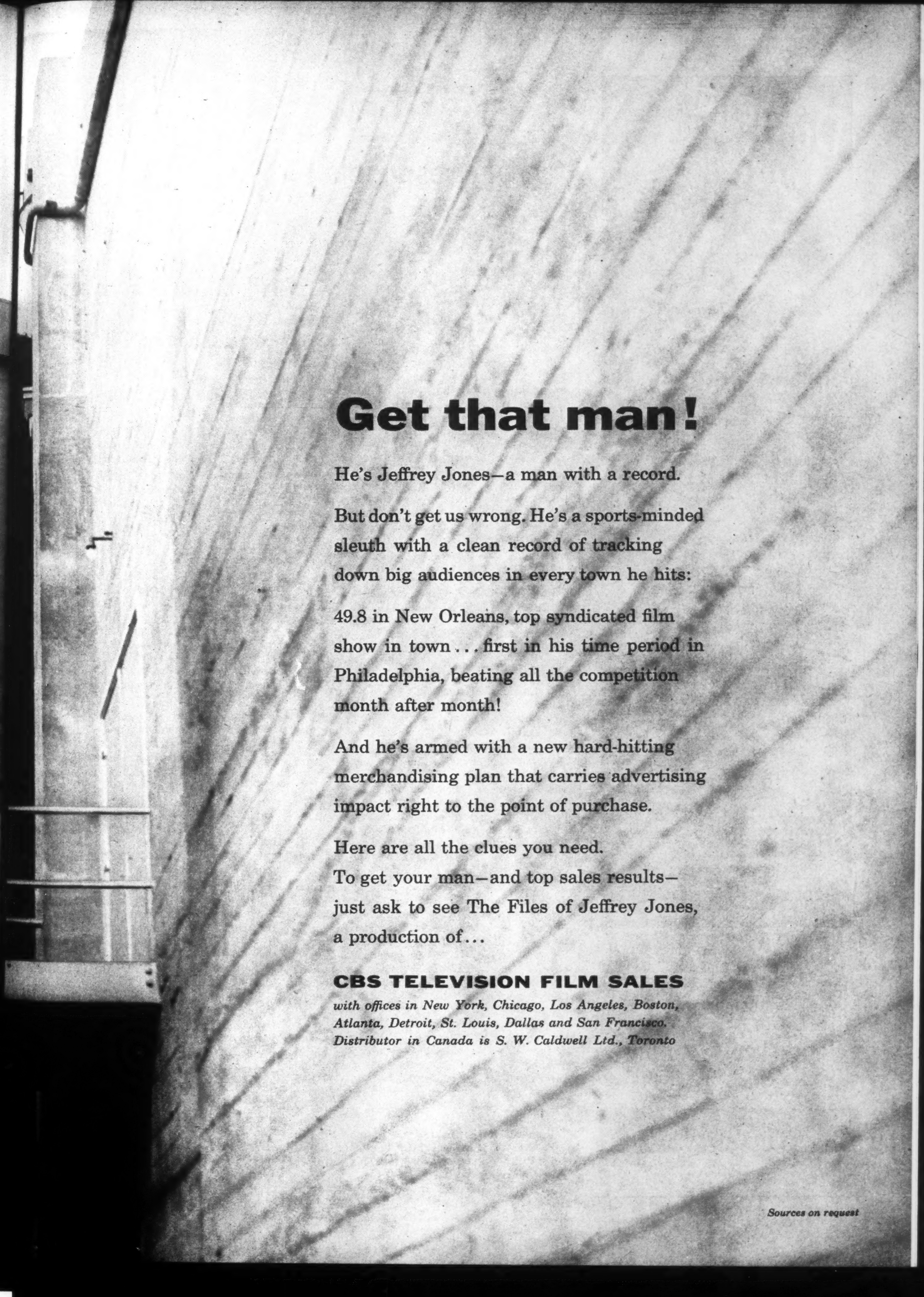
GENERAL ELECTRIC

General Electric Company, Section X284-2
Electronics Park, Syracuse, New York
Please send me information and detailed specs on the new G-E *Uni-Level* Amplifier.

NAME..

ADDRESS..

CITY..STATE..........



Get that man!

He's Jeffrey Jones—a man with a record.

But don't get us wrong. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits:

49.8 in New Orleans, top syndicated film show in town . . . first in his time period in Philadelphia, beating all the competition month after month!

And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase.

Here are all the clues you need.
To get your man—and top sales results—just ask to see The Files of Jeffrey Jones, a production of . . .

CBS TELEVISION FILM SALES

with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco. Distributor in Canada is S. W. Caldwell Ltd., Toronto

Sources on request

Dominant Leader...
MADISON
JANESVILLE
BELOIT
MONROE
ROCKFORD
BELVIDERE
FREEPORT

. . . in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

. . . in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 2 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

Serving The Rockford-Madison Area

WREX-TV

13

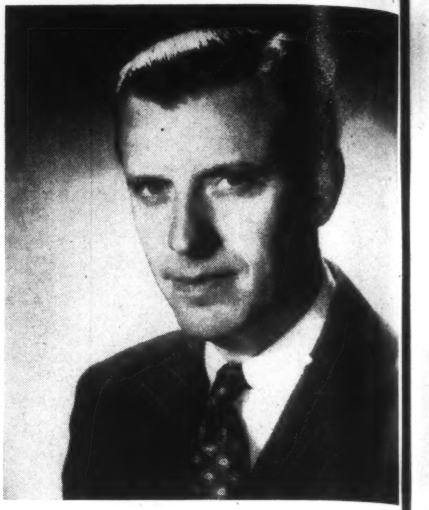
ROCKFORD - ILLINOIS

NETWORK AFFILIATIONS CBS • ABC

REPRESENTED BY
H-R TELEVISION, INC.

our respects

to RICHARD DIMES BUCKLEY



WITH justifiable pride, Richard Buckley will point out that "the essence of WNEW is originality." But the 46-year-old executive who holds the reins of one of the nation's leading independent radio stations will wryly acknowledge "my early business career is about as original as a B movie script—I actually started by selling magazines."

This off-hand reference to Amherst College days when young Mr. Buckley trudged from door to door for the now defunct *Delineator* magazine, fails to derogate his climb to success as president and general manager of the 50 kw New York outlet. Rather, it enhances a Horatio Alger-type story built around the shrewd and aggressive selling that reflects personal knowhow.

For instance, take the question of radio's future in the light of television. Mr. Buckley isn't reluctant to express amazement that the question can be brought up at this point.

"Every piece of research available," he emphasizes, "indicates that people don't stop listening to a well-managed radio station because they buy a television set." He was once solicited by a publication seeking lengthy comments on radio's future. Mr. Buckley typed one laconic statement: "WNEW was not the only place in which one could invest money."

WNEW staffers say that one of the more frustrating pastimes is to attempt to put their new boss into a specific category. Several, observing his soft-spoken, quiet manner when Mr. Buckley first arrived at the station, were ready to vote him a "man of distinction" label. The conclusion was withheld, however, when a secretary reported him streaking through Westport, Conn., in a high-powered Alfa-Romeo.

WNEW staffers were also quick to learn too that the salesmanship background of Mr. Buckley didn't preclude him from active supervision of the many other facets of the station operation. Al Trilling, chief record librarian, vouches for Mr. Buckley's almost encyclopedic knowledge of the popular music that is the station's mainstay, as well as his uncanny recollection of the exact records that are used in any day's programming.

He, himself, best describes his *modus operandi* at WNEW: "I listen. WNEW has a sound of its own. And when I don't hear it, I call a meeting of the staff responsible for giving WNEW that special sound." And WNEW staffers will attest that their chief isn't looking for yesses at such programming and policy discussions.

Richard Dimes Buckley was born of English parentage in Providence, R. I., where he attended the public schools until his entrance into Amherst.

His rugged six-foot frame allowed him to balance a college program that ranged from classical studies to baseball, football and the thriving extra-curricular business of selling the Buttrick Co.'s *Delineator*. Mr. Buckley whimsically says "I think my original fascination for radio was based on the comparative ease with which it reached masses as compared to trudging from door to door."

After Amherst, Mr. Buckley went to the Buttrick Co. and right up the ladder to the New York advertising department.

In 1935, he moved into radio and spent three years with William G. Rambeau Co., station representative firm, before joining John Blair & Co. in 1938.

It was then Mr. Buckley got his first earful of WNEW, a Blair client. It was love at first listening. In the course of securing for himself the vice presidency and ultimately the presidency of the Blair firm, Mr. Buckley built a dream around WNEW. Each time he told a client of WNEW's know-how, and each time a station client prospered through use of WNEW methods, the dream became more vivid.

This year the dream became a reality. Mr. Buckley headed a group which bought the New York independent [B•T, April 19]. He took a seat behind a desk at WNEW and, as far as he is concerned, it is home from now on.

Mr. Buckley in 1953 married the former Janice Dannerth in what the couple hoped would be a quiet, simple ceremony. But it turned out to be the gala event of the Venice 1953 social season, since Mr. Buckley and his bride were the first American couple to be married in Venice since World War II. The ceremony was replete with royalty and other dignitaries in attendance.

The presence of the attractive Mrs. Buckley is felt at WNEW through her tasteful innovations in the station's interior decoration. Mr. Buckley's personal audience research sample is completed by 17-year-old Richard D. Buckley Jr. and Martha Ann, 14, children by a previous marriage.

Golf and surf activities supply Mr. Buckley's recreational needs. He points out that since he is doing exactly what he wants to do—at the place he wants to do it—recreation is no problem.

And doing what he wants to do is spelling out more successes for WNEW in terms of excellent local programming. "There is nothing more vital to radio than the well-conceived and well-done local program," Mr. Buckley affirms. "It spells popularity and commercial success. WNEW has epitomized this concept. WNEW will continue to epitomize this concept."

987 miles west of Madison Avenue,

on the Main Line, lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like green corduroy. We, with a television station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield, a billion dollars annually, is the highest of all states.

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. Iowa leads the nation in the production of meat animals and in cash farm income from their sale.

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. The value of Iowa's poultry exceeds that of any other state.

But agricultural Iowa is slightly less than half of the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the income ($2.3 billion last year) from farming.

Folks around these parts have been oriented to WMT radio for three decades and WMT-TV doesn't need a slide rule to measure station loyalty. The high regard which makes Eastern Iowans say "Turn to Channel 2" is beyond statistics.

WMT-TV

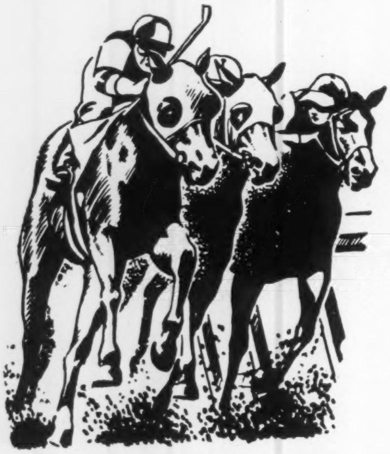
Channel 2 100,000 watts

CBS for Eastern Iowa

Mail Address: Cedar Rapids

National Reps: The Katz Agency

Boot home a winner on KOA-TV



In Denver Television, your best bet is KOA-TV. Study the ARB dope sheet to see why!

In the June, 1954 ARB, KOA-TV placed first in quarter hour wins - Sunday thru Saturday, 6 p.m. to sign off - going away! KOA-TV topped the field by a full 19% more than the second place station.

QUARTER HOUR WINS
Monday thru Saturday - 6 p.m. to sign off

		Wins	Pct.
WIN	KOA-TV	81.5	47
Place	Station B	47.5	28
Show	Station C	26.0	15
Also ran	Station D	18.0	10

And KOA-TV's pure bred ACADEMY THEATRE, by far Denver Television's surest thing, is a typical example of KOA-TV's thoroughbred programming. ACADEMY THEATRE'S average quarter-hour rating of 17 really pays off on each 1-minute ticket. Savemore Drugs of Denver cashed in over $2000.00 in merchandise sales on ONE $79.50 ACADEMY THEATRE spot.

To boot home a winner in Denver, place your money on the nose of the West's best bet... KOA-TV.

Call Petry

KOA TV 4
NBC in DENVER

RADIO-TV NEWSREEL

AUSTIN PACKAGING Co., Baltimore, debuts on television with sponsorship of *Kitchen Karnival of Fun* on WBAL-TV that city. L to r: Bill Mason, WBAL-TV sales staff; Jack Hoffenberg, Hoffenberg Adv. Agency; Ernest Fox, Austin president; Don McKee, show's merchandising manager, and Irv Samuels, Hoffenberg Adv.

WGLV-TV
CHANNEL 57

ANNOUNCEMENT schedule on WGLV (TV) Easton, Pa., by Hampton Chevrolet, Easton, is arranged by (l to r) W. H. Blackton and Charles Norelli, sales manager and president, respectively, of the sponsoring firm, and William Latham, WGLV account executive.

HARRY ENGLAND (seated), president of Gulf Bottlers Inc., signs for one of the largest WDSU New Orleans spot campaigns. L to r: A. Louis Read, WDSU vice president and commercial manager; Hal Mathews, WDSU sales, and James Aldige Jr., of James Aldige Jr. & Assoc., agency.

A NEW RADIO SERIES, *At Home with Marilyn Cantor,* is contracted on WINS New York. The negotiators (l to r): Harold Deutsch, WINS; Robert Miller, Miller Advertising Agency; Miss Cantor, and sponsors Hyman and Ralph Loshen, builders. The 9-10 a.m. series is designed for new home buyers.

VSREEL

Kitchen
f; Jack
McKee,

ident of
he larg-
npaigns.
e presi-
l Math-
lige Jr.,
ncy.

New
lver-
The

ASTING

You need BOTH!

RCA
BOOK (1)
BROADCAST
VIDEO
EQUIPMENT
RCA
BOOK (2)
BROADCAST
VIDEO
EQUIPMENT
for
TELEVISION

These two books constitute a TV station operator's "bible." Together they present 240 pages of descriptive information, system diagrams, tables, data, specifications, prepared on a professional level and designed to serve as a Video buying and planning guide. The two books represent the most complete authoritative and up-to-date presentation of this kind in the Broadcast industry. For your copies, ask your RCA Broadcast Sales Representative, or write Dept. H-22, RCA Engineering Products, Camden, N. J. on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.

CONTENTS

BOOK 1

- Studio Cameras
- Field Camera
- Camera Accessories
- Lenses
- TV Audio
- Custom Equipment
- Switching
- Monitors
- Amplifiers
- Special Effects
- Rack Equipment
- Plugs, cables, cords, etc.

BOOK 2

- Film Camera
- Projectors
- Film Accessories
- Slide Equipment
- Kinephoto & Developers
- Monoscope
- Mobile Unit
- Microwave Relay
- Sync Equipment
- Power Supplies
- Lighting
- Equipment Lists

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

WKMI KALAMAZOO

UPS Power!

NOW 5,000 WATTS

GRAND RAPIDS
HOLLAND
LANSING
KALAMAZOO
BATTLE CREEK
JACKSON
BENTON HARBOR
SOUTH BEND
ELKHART
ANGOLA
0.5 MV/M
WESTERN MICHIGAN

WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS
19 HOURS A DAY • 1360 KC.

Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.
In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP.
KALAMAZOO, MICHIGAN

IRVING A. ECKHOFF

on all accounts

IRVING A. ECKHOFF, vice president and general manager of the Hollywood advertising-public relations firm of Roche-Eckhoff & Lee, believes a man should know what he is doing and have fun at it, too.

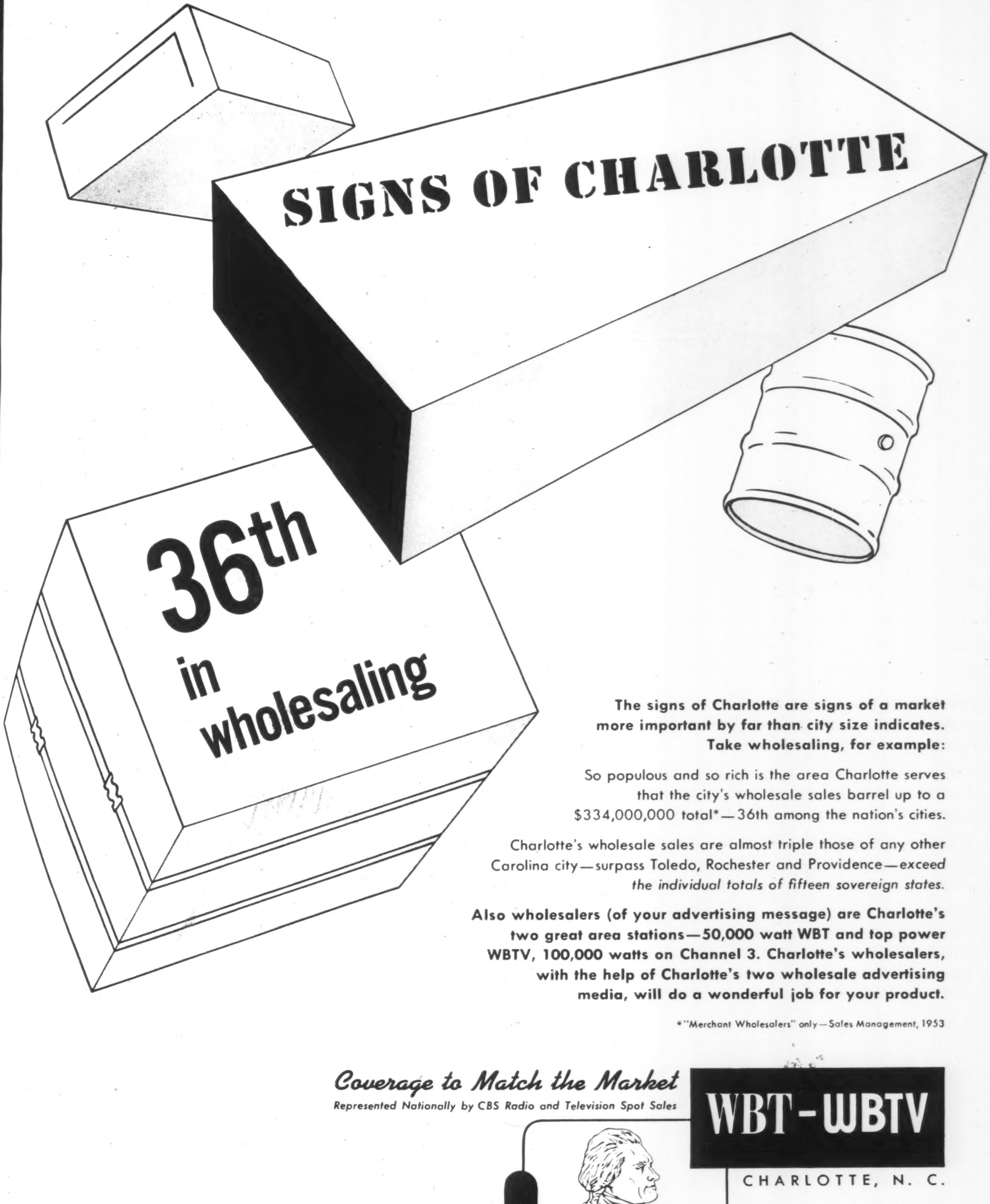
Born in San Rafael, Calif., he graduated from Occidental College, Los Angeles, in 1927 with a BA in economics. His background includes sports writing for the *Los Angeles Times*, writing Pete Smith M-G-M movie shorts and editing a Los Angeles community newspaper before "drifting" into publicity. In 1939, he established a public relations firm with Frank Roche and gradually assumed the advertising accounts of the firm's clients.

During the war, Mr. Eckhoff was information chief of the Southern California Office of Price Administration and by 1946, "glad to get back to private enterprise," he resumed full activity in the firm. Affable and witty, he handles radio-tv advertising for such Roche-Eckhoff & Lee clients as Sally Shops (womens wear), Rislone oil alloy, Champale malt liquor, Permaglass water heaters, Agua Caliente and Del Mar race tracks, and Caloric gas stoves.

During the war, downtown newspapers reached their advertising peak, he states as a long time resident of Southern California, but since then the trend has been toward radio-tv in this region. At present, "The best advertising dollar is in radio," he states. Peak traffic hours in Southern California, with its millions of motor vehicles, are especially effective in producing radio advertising results, he points out in elaborating on this belief.

Describing himself as a former "slow quarter-miler," Mr. Eckhoff, current president of the Tiger (Occidental) Track Team Alumni Assn., still finds relaxation watching track meets. Also a tireless supporter of the Hollywood Ad Club, he is its vice president for public relations. He recently headed the Advertising Assn. of the West award selection committee for radio-tv commercials [B•T, July 19].

Married in 1927 to the former Mary-Macy Staats, Mr. Eckhoff now enjoys the two grandchildren presented him by daughter Mrs. Betty Evans. His other daughter is Barbara, 21, a Stephens College, Mo., graduate.



The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a $334,000,000 total*—36th among the nation's cities.

Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—exceed *the individual totals of fifteen sovereign states.*

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

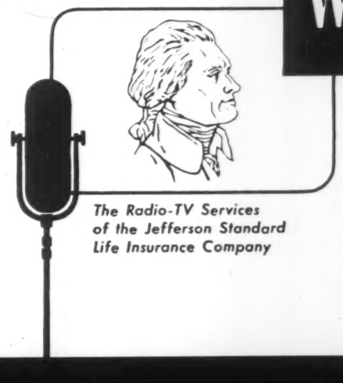
*"Merchant Wholesalers" only—Sales Management, 1953

Coverage to Match the Market

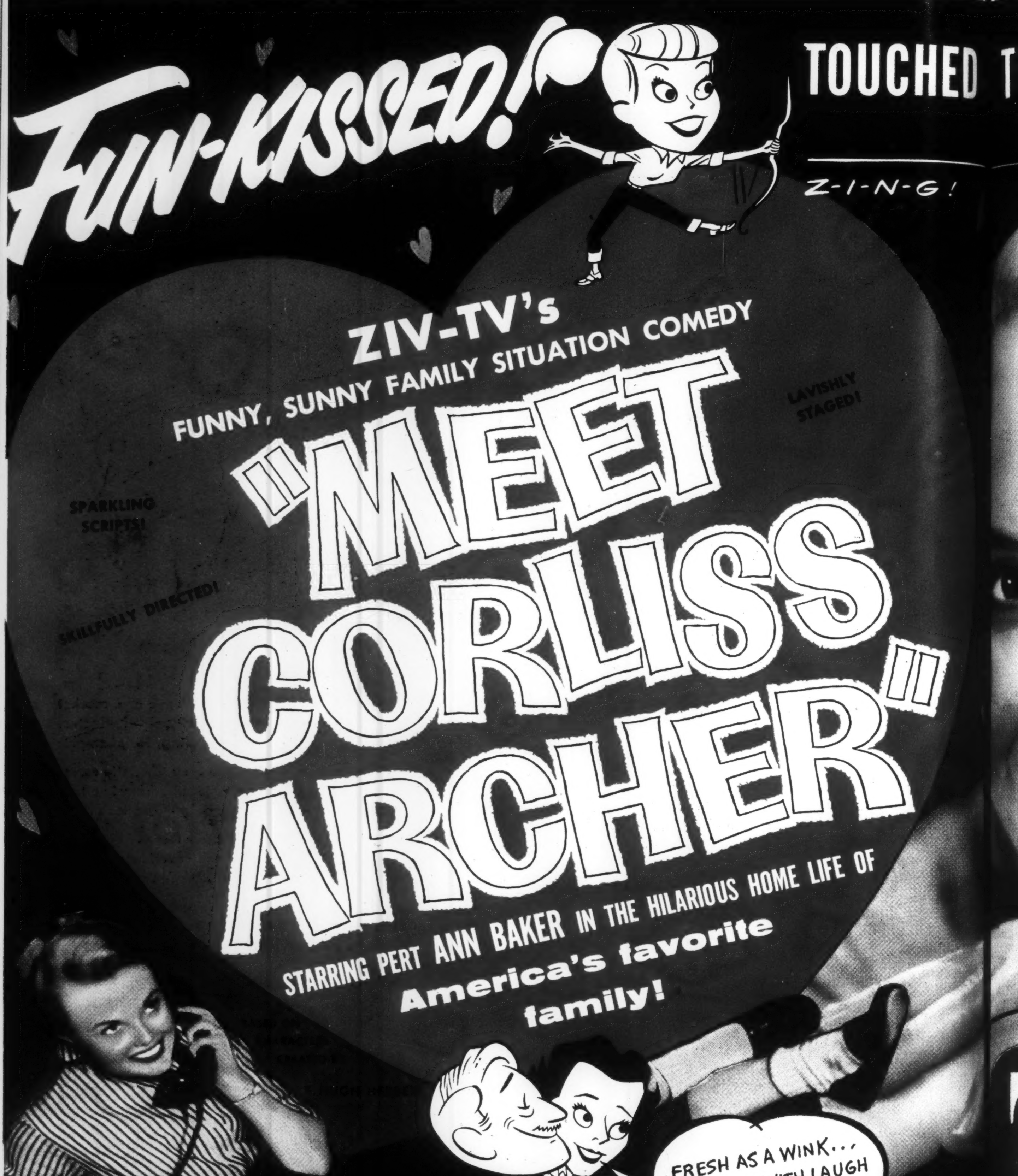
Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company


FUN-KISSED!
TOUCHED T
Z-I-N-G!
ZIV-TV's
FUNNY, SUNNY FAMILY SITUATION COMEDY
LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED!
"MEET CORLISS ARCHER"
STARRING PERT ANN BAKER IN THE HILARIOUS HOME LIFE OF
America's favorite family!
FRESH AS A WINK... TWINKLING WITH LAUGH AFTER LAUGH! EVERY HALF-HOUR PROGRAM A COMPLETE STORY!

ED THE MAGIC OF YOUTH!

THERE'S NO PLACE LIKE HOME FOR FAMILY SELLING!

DEAR MR. ADVERTISER,
MILLIONS HAVE APPLAUDED US ON STAGE, RADIO, IN BOOKS AND MAGAZINES. NOW, WE'RE READY TO SELL FOR YOU IN TV'S MIGHTIEST SELLING FORCE, FAMILY SITUATION COMEDY. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS, YOU'VE GOT THEM BY THE EMOTIONS. BETTER WRITE, WIRE OR PHONE TODAY. LOVE Corliss

NOW READY IN ZIV-COLO BRILLIANT, COMPATIBLE

★ BOBBY ELLIS as DEXTER
★ MARY BRIAN as MRS. ARCHER
★ JOHN ELDREDGE as MR. ARCHER

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

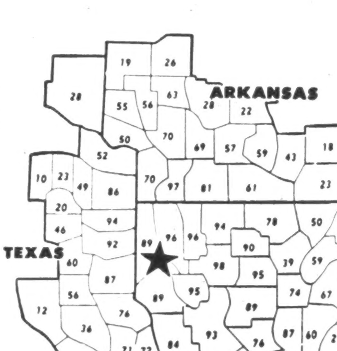
KWKH's radio competition consists of three network affiliates, plus one independent. But *look* at the Hooper-proved dominance of KWKH in Metropolitan Shreveport — *morning, afternoon and night!*

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	**38.1**	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	**44.3**	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	**54.6**		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

50,000-watt KWKH obviously gives you far more than the Metropolitan area. KWKH is heard in 22.3% more daytime homes than *all other Shreveport stations combined,* and at the lowest cost per-thousand-listeners!



KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING
TELECASTING

August 2, 1954
Vol. 47, No. 5

CONGRESS IN HOMESTRETCH SPURS RADIO-TV ACTIVITY

It's been a busy two years for broadcasting. No major communications legislation has been passed, but three studies are in prospect as adjournment nears: Bricker's on networks, Potter's on uhf, Jenner's on allowing radio-tv during proceedings. Predicted at the FCC: a boost in the multiple ownership limits to five v's, two u's.

A WEARY 83d Congress is nearing adjournment, but it has enough steam left for three post-adjournment studies that could lead to tighter regulation of radio and television.

Aside from the investigations, the 83d left a warning that the 84th Congress may legislate beer and wine advertising off the air unless radio and television advertisers tone down commercials.

Although it passed no important legislation in the radio-tv field, the 83d laid the groundwork for action by its successor, and it intends to dig farther before the 84th Congress convenes. At least three projects, all in the Senate, will continue through the summer and fall:

Bricker on Networks

- On networks. Sen. John W. Bricker (R-Ohio), chairman, Senate Interstate & Foreign Commerce Committee, told B•T last week that a probe will be conducted during the coming recess. It will be in the form of a quiet and methodical staff study with findings reported to the committee in the next Congress.

- On uhf. Action here is at an increased pace:

1. Sen. Edwin C. Johnson (D-Colo.), who retires from the Washington political arena at the end of the year, managed last week to get what he called a "sliver" instead of a "slice" of his proposed 10% Federal excise tax cut for the uhf set maker.

2. The Potter Subcommittee is on the verge of coming up with an answer on whether or not a voluntary agreement can be reached by manufacturers to produce only all-band receivers.

3. This same subcommittee also is about to announce the slate of technical experts who will make up the *ad hoc* committee to lend it advice on what is economically and engineeringly feasible to break the uhf allocation bottleneck. This advisory unit will work through 1954, and come up with its uhf evaluation by the next Congress.

An interim report, summarizing the current economic status of uhf, is under preparation by the subcommittee staff.

- On radio-tv coverage of Congress. A Senate Rules subcommittee, headed by Sen. William E. Jenner (R-Ind.), is holding hearings on committee procedures. Among the top considerations: What part should live radio and tv play? This study is expected to continue at least through the summer (see story page 53).

The Congress in its second session ran the gamut of the radio-tv field. It dug into the status of uhf, license fees and live coverage of committees. It flirted with the radio-tv network structure, beer advertising on the airwaves, international tv and multiple ownership of tv stations.

The results abounded last week. Aside from the activity in uhf and on the approaching network study, these markers—all because of Congressional interest—were planted in official Washington:

- FCC now is expected to boost the limit of tv stations owned by the same entity from five outlets to seven, of which not more than five can be vhf. Speculation is that the Commission will announce its decision this week or next week. The decision would make final an original proposal by the FCC that it loosen the limitation to include uhf.

- Radio-tv media got an indirect warning from House Interstate & Foreign Commerce Committee members that they should pay less attention to "suds" commercials—beer and wine—or face the consequences in the Congress to come. This was the conclusion reportedly reached last Thursday when Chairman Charles Wolverton (R-N. J.) met with his committee behind closed doors.

Sen. Bricker last week formally confirmed B•T's exclusive story of July 19 that he planned an investigation of network operations. In a statement (see box, right) he made it plain that (1) a probe will be conducted, (2) it will be for the present on the basis of a preliminary exploration during the Congressional recess, and (3) he still believes the network role in radio-tv is a subject for the full committee to ponder in open hearing.

Also, the Senator underscored his intention to conduct an inquiry not with the purpose of enacting legislation to regulate the networks but to find out "whether such a step would be in the interests of the general public and the radio and television industry."

Is It Still Jones?

Still conjecture, however, was whether Sen. Bricker would hire an outside person to act as a consultant or as an assistant in this staff study. It is known that Robert F. Jones, Washington attorney, was seriously considered to head the project, and presumably he still is the leading contender should Sen. Bricker decide to hire an outsider.

It was pointed out that the committee believes it has the staff available to conduct a preliminary investigation, whether or not an outside expert is appointed. Two people in particular have been mentioned: Nicholas Zapple, the committee's professional staff member on communications, and Robert D. L'Heureux, also a professional staff member (business and consumer interests subcommittee).

It is doubtful now whether Sen. Bricker will make any formal statement to the full committee. The chairman of the Commerce Committee holds a powerful position. Members of the committee, for the most part, are aware of the impending staff study. And Sen. Bricker already has both the authority and the funds to start the probe at any time he sees fit. His target date: as soon as Congress adjourns.

Meanwhile, FCC Comr. Robert L. Lee, asked at a Tuesday National Press Club luncheon whether he favored the Bricker bill (S 3456) which would authorize FCC to license and regulate the networks, said he did not favor legislation nor did he think it necessary "at this time." Comr. Lee spoke to the Press Club audience on "Labels, Libels and Equal Time" (see story page 50).

Comr. Lee said FCC has under authority of

As Bricker Sees It

THIS IS the full statement made to B•T last week by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, bringing into focus his plan for a network study:

"At the time I introduced on May 12, 1954, my bill, S 3456, to provide for the regulation of networks, I stated that it was my intention to have the staff of the Senate Interstate & Foreign Commerce Committee investigate the entire problem during the recess of the Congress and report back to the Committee in January of next year.

SEN. BRICKER

"That is still my intention. I am not committed to the regulation of radio and television networks. I do not know, pending a study of the problem, whether regulation of the networks is necessary or whether such a step would be in the interests of the general public and the radio and television industry.

"It is for this reason I have directed the staff of the Committee to study the overall problem. The results of that study will be presented to the Committee next year for its consideration of any pending legislation on the subject of network operations.

"This is a matter of great public interest. It is of great economic and political import and should be determined after thorough hearing by the full committee."

the Communications Act "a reverse English rule" (on chain broadcasting) which permits FCC to have indirect control of networks through their owned and operated stations.

The uhf scene was dominated by a twist to the federal excise reduction on uhf-equipped sets asked by Sen. Johnson.

A doubting Senate Finance Committee grudgingly approved an unusual version of the Senator's original amendment that would have eliminated the whole 10% excise.

The committee listened to Sen. Johnson in executive session Monday. When the meeting was over an amendment—only faintly recognizable as that proposed by the Coloradan—was tacked onto a House-passed catch-all tax bill (HR 6440). The committee vote split, but carried.

The amendment adopted would provide a $7 tax credit on tv sets which incorporate "a device for receiving uhf signals" sold by manufacturers on or after July 26, 1954.

Sen. Johnson, who fought an uphill battle in committee, commented later that he had asked for a "slice of bread" but had come out with a "sliver."

The committee heard Sen. Johnson and also Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee. Sen. Potter lent his weight to the Johnson argument, which was disputed during the session by an official of the Treasury Dept.

The Treasury spokesman warned that the Johnson amendment would deprive the Government of some $115 million in yearly revenue. The $7 credit was placed at a $50 million loss to the Government.

Bill Has Road to Travel

The bill still has a road to travel in Congress. The Senate must consider the measure and then it will head for conference.

A puzzled industry, which had looked to the Johnson proposal as a method of aiding uhf by building set circulation, wondered aloud just what effect the "credit" would have on set maker plans.

During the Potter hearing on uhf—which by its very nature became a Capitol Hill headliner for the broadcast industry during the 83d Congress—witnesses had estimated that the retail price differential between vhf and uhf sets varies from $20 to $40. It is estimated unofficially that the "credit" adopted by the Finance Committee possibly would cut the differential from $10 to $28. Thus, the difference would be greater for the lower priced models, smaller for the higher priced sets.

But the action also dusted off the oft-asked question when such "compromises" are struck: What will the manufacturer do about his set production if he is burdened with additional bookkeeping to keep up with his tax "credit"?

It was understood the $7 figure was selected because that was an estimated cost for a uhf tuner.

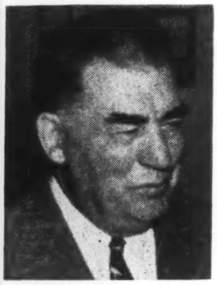
The committee also adopted an amendment which would seek to define more closely what articles in the manufacture of radio-tv receivers are subject to the excise tax. Receivers made for the military, for municipality and other services contained some parts which were subject to the excise tax. Thus, the Government was paying an excise tax on certain equipment for which it was repaid by the manufacturer. The amendment exempts from the federal excise levy articles used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exemption for "non-entertainment-type" radio and tv parts other than tubes and cabinets.

The expected FCC action in lifting the five-station limit under common ownership is seen as a direct result of the introduction of Sen. Johnson's bill (S 3350) on multiple ownership. That measure actually plowed the furrow along which the Senate Potter Subcommittee seeded its uhf study.

Honors to Big Ed

ESTEEM in which Sen. Edwin C. (Big Ed) Johnson (D-Colo.) is held by his colleagues on both sides of the aisle was demonstrated July 25 when a dozen and a half legislators attended an informal farewell dinner for him—in the midst of the Senate filibuster then in its ninth day.

Sen. Johnson has announced his intention of retiring from Congress at the close of the current session but is the Democratic candidate for the governorship of his native Colorado. He will terminate 18 years in the Senate, during most of which time he was a key figure and afterward chairman of the Senate Interstate & Foreign Commerce Committee and became its foremost expert on communications legislation. As chairman he was regarded as a sort of "super chairman" of the FCC.



SEN. JOHNSON

Attending the dinner at the Motion Picture Assn. headquarters were Majority Leader Knowland, of Calif.; Sens. Langer (R-N. D.); Schoeppel (R-Kan.); George (D-Ga.); Symington (D-Mo.); McCarran (D-Nev.); Long (D-La.); Holland (D-Fla.); Cordon (R-Ore.); Stennis (D-Miss.); Felton M. Johnson, secretary to the Minority; the four Colorado Congressmen, Rogers, Hill, Chenoweth, Aspinall, and Ed Cooper, television expert of the Motion Picture Assn. and former executive assistant to the Senate Majority Leader, former Sen. Ernest McFarland (D-Ariz.).

Sen. Johnson also was presented a gavel at a farewell breakfast for him by employes of the Senate Interstate & Foreign Commerce Committee Saturday morning at the Vanderbilt Room in the Capitol.

Upshot of the uhf inquiry, which considered multiple ownership among other things, was an apparent sentiment among Senators that FCC's plan looked good to them.

Sen. Johnson's measure, which called for a formula of tv station ownership that would have put into effect a two-for-one swap (uhf for vhf), never got off the ground but provided the uhf inquiry with wings.

At the same time, the Senate Commerce Committee during its hectic days of this Congress managed to deflect the FCC's license fee schedule which was about to be made final under direction of the Budget Bureau. Again, the play was subtle and action came via resolution of the committee, not legislation.

In both the uhf-multiple ownership and license fee studies two Senators played leading parts: Sen. Johnson, the Senator most knowledgable in the radio arts, and the newly-appointed Communications Subcommittee chairman, Sen. Potter.

The rise of Sen. Potter in the field of communications in the Senate in the past few months has been a singular development of the 83d Congress.

Sen. Johnson (in the first session of the 83d Congress) also left an imprint in a particular technical phase of the communications field which in the waning days of the Congress was undone by an apparent unknowing House committee.

International Tv

The House Foreign Affairs Committee which for many months had been toying with a resolution bequeathed it by the Senate—and originating from the Senate Foreign Relations Committee—filed a most unusual report on the resolution dealing with international tv [B•T, July 26].

At the outset, the Senate committee approved the resolution suggesting a wholesale study of telecommunications with particular emphasis on the use of transatlantic television.

When it got to the floor, Sen. Johnson amended the bill, ripping from it the provisions which would have permitted a study of the projected NARCOM relay system from North America to Europe, supported by William Halstead, president of Unitel Inc., New York, a telecommunications and planning firm.

But the House committee in its report refocused attention to NARCOM by pointing out that linking of North America to Europe was now engineeringly feasible.

As an indication of the House committee confusion—the bill was passed and sent to the White House without further consideration—the date of Dec. 31, 1954, which in 1953 was placed in the resolution to permit a period of study by a specially appointed commission, was retained. This gives the commission—which will be made up of Senators, Congressmen and industry people—less than six months to explore a field which has many ramifications.

Bryson Bill Activity

As Congress churned toward adjournment, the Wolverton Committee Thursday plunged into consideration of HR 1227—the Bryson bill which would bar alcoholic beverage advertising from all media, including radio-tv.

The House group already had held extensive public hearings on the measure. The Senate also had heard testimony on the companion Langer bill (S 3294).

Reportedly a member of the House committee asked that the newspaper provision be stricken from the bill and the measure be applied only to the broadcast media. The committee members, however, thought such a move would be discriminatory. Subsequent moves to report the bill out *en toto* were beaten down but not before members agreed that unless air commercials on beer or wine are toned down the House committee next year would be more receptive to turning the bill loose on the House floor and most likely to insure passage.

MOGUL, REPRESENTATIVES AGAIN JOUST ON SINGLE VS. DUAL RADIO RATE ISSUE

Mogul: Single-rate stations don't do a good job. Eastman, for SRA: Major agencies overwhelmingly favor a single rate.

DEBATE over the merits of a single rate card for radio stations versus two sets of rates, one for national advertisers, one for local retailers, was resumed last Wednesday in New York between Emil Mogul, president of his own advertising agency, Emil Mogul Co., and the station representatives, who had begun the argument two weeks earlier [B•T, July 19].

Again, Mr. Mogul spoke for the two rate system, declaring that stations with single rates for all advertisers don't attract retail clients and don't do as good a job for them as stations with two rate scales. He argued particularly for the extension of discounts beyond the usual rate card maximums of 312- or in a few cases 624-time rates, stating that the advertiser who guarantees a station a year-long schedule of 25,000 spots deserves a better rate than the man who buys 65 spots in 13 weeks.

MR. EASTMAN

Again, the representatives argued in favor of a single rate card for all advertisers, whether national or local. Robert Eastman of John Blair & Co., chairman of a rate research committee set up in March by Station Representatives Assn. to study this question, read a committee report urging "all stations not already on the single rate to make plans now to get there as quickly as possible."

Again, the session started off fairly calmly and worked up to a crescendo in which emotions seemed about to take control of the situation when time was called for the day and the disputants agreed to postpone further debate to a private meeting without the presence of the advertising newsmen who attended both sessions already held.

Mr. Mogul, who had been host at the earlier luncheon, at the Waldorf-Astoria, and seven members of his staff were guests last week of SRA, at the Biltmore. The first session began with a history of the Mogul agency, given by Mr. Mogul. Last week's meeting started off with a thesis on the policies and practices of a representative organization, delivered by Mr. Eastman.

Argues for Dual-Rate

Then Mr. Mogul took the floor to present his arguments for a dual-rate structure. Like newspapers, which he said "are seven leagues ahead of radio" in this respect, "radio needs a retail rate to do a retail job. You representatives should urge them to establish one, unless you can sell so much business at the national rate they don't need any retail business."

His agency, Mr. Mogul declared, believes in buying at the best rate it can get for its clients, with maximum discounts in accordance with the volume of business placed, regardless of whether such discounts are shown on the rate cards or not. "Rates should be based on performance," he stated, and the advertiser who buys more time over a longer period is entitled to a better rate than other clients. "We pass up stations that don't give it," he said, "unless all in a market have the same policy and we have to accept it to get into that market."

Mr. Eastman then reported on the findings of the SRA research committee that "in most instances where 'retail rates' are in effect everyone was either not benefiting or was actually getting hurt," making it clear that by "everyone" he was referring to advertisers and agencies as well as to stations and representatives.

Mr. Eastman reported that the committee had found an estimated 35% of the major U. S. stations to have a single rate; that single rate stations are on the whole doing "a more brisk business than those on the double standard" and that "single rate stations enjoy a higher level of local business because emphasis is more on quality than price."

Mr. Mogul expressed disbelief at that last statement and when Mr. Eastman cited Pittsburgh, Boston, Baltimore and Los Angeles as large and competitive markets "not blighted by dual or triple rate cards for major stations," the agency president declared that in Baltimore an independent station with a dual rate does the best job and in Los Angeles the same thing is true with "an independent licking the pants off the network stations."

Reporting that the SRA committee had found the major advertising agencies overwhelmingly in favor of a single rate, Mr. Eastman concluded:

"With all of the evidence pointing in only one direction, SRA urges all stations not already on the single rate to make plans now to get there as quickly as possible. The SRA recommends that station operators work together to clean up this rate situation in their city and thereby create another single rate market that will help attract more business."

Mr. Mogul then resumed the floor, talking about some of the shortcomings of some representatives calling on his agency's timebuyers —"a minority, but a large minority"—and urging the representatives to clean out the bad actors who he said are giving all representatives a bad name just as bad acting agencies had done to all advertising. When he returned to his original demands for larger discounts for the larger users of station time, T. F. Flanagan, SRA managing director, who acted as chairman of the meeting, observed that this was not a question of local and national rates but of volume discount and "on that we all agree," and adjourned the meeting.

Miles' $4½ Million Radio Budget Entirely on NBC

MILES Labs, Elkhart, Ind., will spend its radio budget of more than four and a half million dollars on NBC Radio, effective Sept. 27, when the firm starts sponsorship of a five-day daytime strip in addition to retaining its *News of the World* and *Break the Bank*. The firm is cancelling early in September its two radio shows *Curt Massey Show* and *Hilltop House* on CBS Radio.

Miles Labs, through its agency, Geoffrey Wade, Chicago, gave the nod to NBC Radio, when it signed the contract to sponsorship of *Just Plain Bill* five times weekly, 5-5:15 p.m. on the full NBC network.

Miles Labs is also entering network television in the fall with participations on the *Garry Moore Show* and Robert Q. Lewis, both on CBS-TV and on *Three Steps to Heaven* and *Concerning Miss Marlowe* on NBC-TV.

A CONTRACT calling for one of the largest real estate promotions on radio in Baltimore is agreed to by WITH that city and builders Ralph De Chearo and Anthony Sanzo, builders of homes in New York, New Jersey, Ohio, Florida and Maryland. The campaign will promote the sale of 300 higher-priced suburban homes, known as the Valley Crest development. L to r: seated, Mr. Sanzo; Mr. De Chearo; Dan Hydrick, WITH account executive; standing, Marshall Hawks, Marshall Hawks Advertising, and Lee Case and Colleen Schwartz, talent on a husband and wife show that is part of the WITH campaign.

UPPED TARIFF WON'T SHAKE WATCH ADS

Bulova, Benrus see little effect on advertising; Hamilton, Elgin plan no immediate advertising changes.

A TARIFF increase of 50% on imported watch movements will have little impact on advertising plans of major American watch companies, judging by first reaction to the President's tariff proclamation last week.

The increased tariff, effective July 28, adds from 9 cents to $1.15 to the duty on imported movements of non-jeweled and not over 17-jewel watches. Higher tariffs were recommended May 28 in a report made to the President by the Tariff Commission.

Figures of the American Watch Mfrs. Assn. indicate imports of Swiss movements had increased from 2,131,000 in 1936 to 10,600,000 in 1953. This so-called flood of imports was described as leaving only 18% of the market for American watch manufacturers, with American production off 47% since 1951.

The six major nationally advertised watch companies are Elgin National Watch Co., (100% American made); Hamilton Watch Co., (100% American produced); Benrus Watch Co., (100% imported); Longines-Wittnauer Watch Co. (100% imported); Gruen Watch Co., (10% American-made and 90% imported) and Bulova Watch Co., (50% American produced and 50% imported).

B•T's survey of the agency executives on the reaction to the 50% increase on watch tariffs and how it would affect advertising plans for the watch companies follows:

Terry Clyne, senior vice president in charge of radio and television at Biow Co., which handles Bulova: "In our estimation, this (the tariff) will help the sale of nationally advertised watches of the better type because the higher tariff should result in far fewer cut-rate sales of non-brand watches. Our advertising expenditures for Bulova Watch Co. will continue on the same level."

Len Tarcher, account executive of Benrus Watch Co., at Cecil & Presbrey, New York agency, said the increase of 50% tariff on watches all "happened too fast." "We were surprised and it will take us about a month before we know the full reaction," he said. "I don't predict there will be a radical change in advertising. We're firm believers in radio and television."

A BBDO executive told B•T it was too early to tell about the tariff effect on advertising plans for Hamilton watches, which are produced in America, but he could say that advertising plans already made for the next three months would not be changed.

A spokesman for Elgin National Watch Co. told B•T the tariff increase probably would have little or no impact on the company's advertising program, including radio-tv commitments, for the remainder of the fiscal year through Feb. 28, 1955. He felt the effect will be felt more next year inasmuch as Elgin's advertising plans have been set for the current year.

Elgin National will make its first venture into network tv this fall with alternate sponsorship of an hour segment on ABC-TV, Tues., 9:30 p. m. (EST), shifting with U. S. Steel Co. It will be known as the *Elgin Tv Hour*. Heretofore, Elgin (not to be confused with Elgin-American (maker of compacts), has used only spot tv in certain markets and has been out of network radio for years, it was noted. The agency is Young & Rubicam, Chicago.

Watch sales may increase in the interim but there is an inventory now on Elgin watches that might hold for some time, it was explained. Elgin's advertising budget is based on the percentage of watches sold, well in advance and hinged on a forecast of expected sales.

Selling Utah on Lamb

IN AN EFFORT to increase the consumption of lamb in Utah, the Producers Livestock Marketing Assn. has signed for 60 spot announcements per week on KDYL Salt Lake City and 12 on KTVT (TV) there. The campaign will start Oct. 31 and will emphasize the value of lamb in the basic daily diet. Gale Smith, public relations director of the association's Salt Lake City branch, said this is the first time the organization has gone to such promotional length to sell Utah on lamb. He pointed out the curious facts that while Utah is one of the nation's most important sheep producing states, it consumes only about two pounds per capita per year compared to the national average of four pounds, and a rate of almost 37 pounds per capita in New York City.

'Free' Film Promotion Technique Explained

Getting a product, service or company name on the air by inclusion in public service clip is basis of system.

GROWING use of tv film clips, offered free to stations to publicize a client or product, was explained to members of the Hollywood Advertising Club last week in what was termed a new phase of tv publicity.

Calling it a form of specialized public relations, Gene Coon, editorial supervisor, and former newscaster Jack Gardner of Publici-TV, Hollywood, told the workings of getting the film on the air.

Publici-TV prepares, produces and distributes the 45 second to 1¼ minute films locally, regionally and nationally at a basic rate of $250 for one station, plus an additional charge of $9 for each other station using the clip said Mr. Coon. First the firm gets the client's story, then edits out as much of the commercial content as needed to satisfy a news editor, he continued.

A prospective Publici-TV user has a bargain available in that he can get air time costing from $300 upward for the firm's basic rate plus additional costs fee, explained Mr. Gardner.

One client, Creole Petroleum Corp. of Louisiana, recently got as high as 60% acceptance for a film clip on oil problems offered as a public service, said Everett Hayes, assistant to Edward J. Flynn, Hollywood publicist representing Creole. The clip, which purported to show how the petroleum industry would be affected if certain legislation before Congress were to pass, featured news-style interviews with the president of Creole Petroleum on the subject.

William Stewart, former news editor, KNXT (TV) Hollywood (now publicist, CBS-TV that city), presented the other side of the picture. Acceptance of such film depends on length, he said, adding that news editors cannot be expected to trim film, but will run it, if at all, as is. A typical week has brought in tv promotion film from such divergent groups as the Los Angeles City Police and Harbor departments, the Braille Institute, Veterans Administration, Pacific Telephone and Telegraph Co., breweries, airlines, steel companies, the Las Vegas Chamber of Commerce and the Miss Universe contest, he observed.

Air-Wick's Film Proposition:

THE Air-Wick people have come up with a series of 28 five-minute dramatic films that television stations can have for $5.02 each—provided, of course, that the series is carried once on Class A time with free commercials.

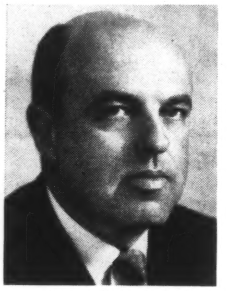
After that, tv stations are permitted to run the films as often as they wish for 99 years, according to a letter sent stations over the signature of Joan Stark, chief timebuyer of William H. Weintraub & Co.

They can even sell the films to other advertisers, according to the letter on behalf of Weintraub's client, Seeman Brothers, which also manufactures Nylast.

Films run 4½ minutes, of which "slightly over one minute" consists of opening and closing commercials. They are to be run on a two-per-week schedule. After all 28 have been run, the commercials may be removed and the station has 99 years to use the films as it wishes. Miss Stark explains that "print costs are just the charges made by the labs which are approximately $5.02 per program, delivered to you with cans and reels included."

Contracts have been made with over 50 stations, Miss Stark adds, located in New York, Chicago, Los Angeles, San Francisco, Washington, D. C., Minneapolis and other markets.

Murdock Named Consultant To MacManus, John & Adams



MR. MURDOCK

WILLIAM D. MURDOCK, head of the Washington advertising agency bearing his name, has been retained by MacManus, John & Adams, Bloomfield Hills, Mich., as consultant on food and drug merchandising. Mr. Murdock will continue his Washington agency, servicing such accounts as People's Drug Stores [B•T, June 21], Bank of Maryland chain, Mrs. Keanes meats, Southern Hotel Supply Co. and the Food Town chain.

At the MacManus, John & Adams agency Mr. Murdock will work on special assignments, particularly merchandising of nationally advertised food and drug items. Among the agency's accounts are Dow Chemical (Saran-Wrap), Pontiac, Cadillac, Champion spark plugs and the 600-store Kresge chain.

Mr. Murdock entered radio in the early '30s, selling time on WJSV (now WTOP) Washington for the Arthur Godfrey programs. After 12 years he joined WOL there, moving to WOIC (TV) Washington when that station went on the air. He remained with WOIC until the station was sold and call letters changed to WTOP-TV. In 1950 he formed an advertising agency at the suggestion of People's Drug Stores, operating 154 stores in 37 cities.

Big FM Sale

THE LARGEST contract for exclusive fm time in the history of WHLI-FM Hempstead, L. I., has been signed by Island Radio Distributors Inc., Hempstead, it was reported by Joseph A. Lenn, vice president in charge of sales for the station. Island Radio, one of the largest dealers in hi-fi equipment on the East Coast, purchased seven 15-minute programs per week for 52 weeks.

GF Spent $62 Million For Ads in Fiscal '54

Figure is $8 million over year before, Mortimer tells General Foods stockholders.

GENERAL FOODS Corp., New York, spent $62 million for advertising in its fiscal 1954 (ended March 31, 1954) or $8 million over the year before, Charles Mortimer, president, told a record turnout of 450 stockholders at the annual meeting last Wednesday.

"Our use of advertising is carefully planned both as to kind and amount," he said. "We study the advantages of various media. When there is a local job to be done we turn to local newspapers and radio. Network radio and television, point-of-sale and outdoor posters—each has its particular uses and advantages. As new advertising techniques are developed which will sell General Food brands we shall carefully consider them too. For instance, color television may offer us unusual opportunities, because our products and packages are especially suited to color reproductions.

MR. MORTIMER

"Because effective advertising is essential to our marketing General Foods is a large advertiser. We spent our advertising dollars for the hard practical purpose of increasing the use of our established brand, introducing new products, and in general insuring growth in fiscal 1954. Our total advertising expenditures were $62 million. This was an increase of $8 million over the year before. You will recall that our net sales increased $82 million. In percentage of sales, advertising was about the same, 7.9% last year and 7.7% in 1953."

Mr. Mortimer also told the stockholders that results of the first quarter of the new fiscal year, which ended on June 30, were very satisfactory. Sales of $195 million were 12.4% greater than in the 1953 period with a net profit of $11.2 million.

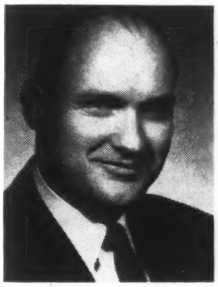
Bishop to Sponsor Raye

HAZEL BISHOP Inc., New York, will sponsor Martha Raye, effective Sept. 28, for a full hour one Tuesday each month, 8-9 p.m., during the entire 1954-55 season on NBC-TV. Milton Berle will star in 20 other shows in that time period for the Buick Division of General Motors Corp. and Bob Hope in six for General Foods Corp. Raymond Spector Co., New York, is agency for Hazel Bishop.

McHUGH NAMED V.P. AT CAMPBELL-EWALD

PROMOTION of Phillip L. McHugh to a vice presidency at Campbell-Ewald Co. in charge of the agency's television and radio activities, was announced last week by H. G. Little, president.

Mr. McHugh, who joined Campbell-Ewald several months ago to head the tv-radio department in the Detroit office, has devoted his career to broadcasting. He was with CBS New York as assistant radio director and radio director for 10 years, with four years out for Navy service. Prior to joining Campbell-Ewald he was director for four years of the tv-radio department of the Tracy-Locke Co., Dallas agency.



MR. McHUGH

Mr. McHugh's headquarters will be in Detroit. Don R. Benkhart will work under his direction in the New York office.

Bernbach, Factor-Breyer Agencies Combine Forces

MERGER of Doyle Dane Bernbach Inc., New York, and Factor-Breyer Inc., Los Angeles, has been announced, effective today (Monday). Officers of the firm, to operate as Doyle Dane Bernbach Inc., are William Bernbach, president; Ned Doyle, Maxwell Dane, Ted H. Factor and Don Breyer, vice presidents.

Radio-tv accounts handled by the agency include Forest Lawn Memorial Park, Polaroid Land Camera, Cole of California, Detecto Scales, Sav-On Drug Stores, Mission Water Heaters, Diced Cream of America and J. N. Ceazan Co. (Los Angeles distributors of Crosley and Bendix products).

P&G Appoints Werner

PROCTER & GAMBLE Co., Cincinnati, announced the division of its public relations departments with the appointment of William G. Werner, who has been manager of the public relations division since 1941, to the newly-created position of director of public and legal services. His responsibilities will include the public relations department and a new legal services department. He has been with P & G since 1911.

Oliver M. Gale, who has been with the company since 1937 and has been associate manager of public relations since 1949, has been named manager of the public relations department.

Standard Names Adv. Chief

APPOINTMENT of W. H. Miller as assistant general manager for advertising and sales promotion in its Chicago general office was announced last week by Standard Oil Co. (Ind.).

Wesley I. Nunn, standard advertising manager, will report to Mr. Miller, who will be in charge of advertising, consumer sales, sales training and other activities.

NEW BUSINESS

Seaman Bros. Inc., N.Y. (Air-Wick and Nylast), will sponsor Tuesday and Thursday broadcasts of *Whispering Streets* drama series on ABC Radio (Mon.-Fri., 10:25-10:45 a.m., EDT), starting Sept. 14. Agency: William H. Weintraub Co., N. Y.

RENEWALS

Voice of Prophecy Inc., Glendale, Calif., renews for sixth year *The Voice of Prophecy* sermon program ABC Radio (Sun. 9:30-10 a.m., EDT), starting Sept. 15. Agency: Western Adv., L. A.

American Dairy Assn. renews for 26 weeks *Bob Hope Show* on NBC Radio (Thurs., 7:30-8 p.m., CST), Oct. 28. Agency: Campbell-Mithun Inc., Minneapolis.

E. I. DuPont de Nemours & Co., Wilmington, Del., renews *Cavalcade of America,* ABC-TV (Tues., 7:30-8 p.m., EST), starting Sept. 28. Agency: BBDO, N. Y.

AGENCY APPOINTMENTS

Michaels Bros., N. Y. (furniture chain) names William Warren, Jackson & Delany, same city.

Geneva Gardens Inc., N. Y., (mail order advertiser in gardening field), names Kieswetter, Baker, Hagedorn & Smith, same city.

National Van Lines Inc., L. A., appoints Geoffrey Wade Adv., Hollywood, with Snowden Hunt Jr., as account executive.

Nupla Mfg. Co., div., New Plastic Corp., Hollywood, names Walter C. Davison Co., Glendale, Calif.

Calunite Corp., Calif., Utah and N. Y. plant food producers, names Hal Stebbins Inc., L. A., with Mr. Stebbins and Jack Courtney as account executives.

Bisceglia Brothers Wine Co. and **Appliance Wholesalers,** both Portland, name Richard C. Montgomery & Associates, same city.

Mycalex Corp. of America, N. Y. (glass-bonded mica products), names Gaynor & Co., same city, effective Sept. 1.

New York Wire Cloth Co., New Canaan, Conn., appoints New York office of Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., for its Durall Tension window screens and its Opal, Aldura, and Liberty Bronze insect wide screening.

General Camera Co., Chicago (photographic mail order house) appoints Al Paul Lefton Co., same city.

Perry Knitting Co., Perry, N. Y., appoints Doyle Dane Bernbach Inc., same city.

State of Oklahoma and the **Oklahoma Planning and Resources Board** appoints George Ande Adv., Oklahoma City.

New Hampshire State Planning and Development Commission appoints Hermon W. Stevens Agency Inc., Boston.

AGENCY SHORTS

McCann-Erickson Inc., merges L. A. and Hollywood offices, with new quarters at 3440 Wilshire Blvd.

J. M. Hickerson Inc., N. Y., has doubled office space at 270 Park Ave.

Leo Burnett Co., Chicago, published booklet of common terms used in broadcast media-advertising agency field.

S. K. Olympius & Staff, Stockton, Calif., opens L. A. branch with Ned K. Rosenblatt, formerly advertising manager, Shepherd Tractor & Equipment Co., same city, as vice president in charge, and Mrs. J. C. Holmes, advertising assistant, Shepherd Co., as media director. Offices: 5420 Jillson St.; telephone: Rayman 3-4879.

Milton Weinberg Adv. Co., L. A., moves to 6523 Wilshire Blvd.; telephone: Webster 8-3811.

Guerin-Johnstone Inc. and **Crossley & Jeffries Inc.,** both L. A., adv., merge into **Guerin, Johnstone, Jeffries Inc.,** with Paul Guerin, president; Wilbur C. Jeffries, vice president, and Jack Johnstone, secretary-treasurer. Offices: 6456 York Blvd.; telephone: Cleveland 7-8271.

A&A PEOPLE

Dwight D. Thomas, former executive vice president, Gulf Brewing Co., Houston, to Maier Brewing Co., L. A., as vice president in charge of sales.

P. E. Allen, vice president in charge of marketing, western div., Tide Water Associated Oil, San Francisco, appointed newly-created vice president for marketing.

Albert D. Van Brunt, account executive, Buchanan & Co., N. Y., elected vice president.

Jack Waterman, account executive, Dudley L. Logan Adv., L. A., elected vice president.

Frank Brady elected vice president in charge of all marketing activities, Harry B. Cohen Adv. Co., N. Y.

William McIlvain, Leo Burnett Co., Chicago, elected vice president to head radio-tv operations in New York; **George Stege** and **Edward Thiele,** account executives, also elected vice presidents as account supervisors.

Lovick Draper appointed senior account executive and radio-tv director, Bozell & Jacobs Inc., Houston; **Edward Cope** appointed public relations director.

Roger Patrick, account executive, Grant Adv. Inc., Hollywood, to Walter McCreery Inc., Beverly Hills, in same capacity.

Don Hildebrant, sales manager, Foster & Kleiser Inc., Phoenix branch, outdoor advertising firm, to Jennings & Thompson Agency, same city, as account executive, effective Aug. 15.

W. R. Stanton, product group head advertising dept., Swift & Co., Chicago, to Campbell-Mithun Inc., Minneapolis, as account executive.

John J. Mojonner, advertising manager, Mojonner Bros. Co., to Allen Adv., as copy supervisor and account executive.

Robert Kunkel, head, farm dept., G. M. Basford Co., N. Y., to Leo Burnett Co., Chicago, as account executive.

Edward P. Broome and **Richard Geis** to Ralph H. Jones Co., Cincinnati, as account executives; **Paul Carter,** production staff, WLWT (TV) same city, and **Jack Gifford,** WLW that city, to radio-tv copy and production staff; **Richard Perry,** producer, DuMont's *Paul Dixon Show,* to copy department.

John Roth, formerly with Lincoln-Mercury Dealers Assn., to C. L. Miller Co., N. Y., as an account executive.

Donna Quigley, assistant tv director, Cayton Inc., N. Y., elected director of television.

Evelyn C. Douglas to Denham & Co., Detroit, as traffic director.

Charlene Hirst, Products Service Inc., N. Y., to Parker Adv. Inc., same city, as a timebuyer.

Emily Cleary and **Mary Rodger** appointed media buyers, Tatham-Laird Inc., Chicago.

Bernard London, formerly producer-director with CBS, to D'Arcy Adv. Co., N. Y., as a producer, tv-radio department.

Ben Grim to Walter S. Chittick, Philadelphia, as art director.

George Huelser, formerly sales service manager, ABC Radio, to radio-tv timebuying staff, Maxon Inc., N. Y.

Judson C. Hubbart, formerly advertising manager, Consolidated Dairy Products, Seattle, Wash., to Frederick E. Baker & Assoc., same city.

Albert V. (Bud) Cole, formerly program director, KNBH (TV) Hollywood, to McCann-Erickson Inc., same city, as supervisor-director of all commercial aspects of upcoming CBS-TV series for Chrysler Corp.

James N. Manilla, formerly head of film dept., Geyer Adv., N. Y., to tv commercial staff, McCann-Erickson, same city.

Warren Ambrose, tv creative director, Leo Burnett Inc., Chicago, and **Winfield Hoskins,** tv copy supervisor, Needham, Louis & Brorby, same city, to tv commercial staff, McCann-Erickson, N. Y.

Judy Burk, Paris & Peart, N. Y., to the copy staff, Blaine-Thompson Co., same city.

Dan W. Shields, formerly assistant program manager, WEEU-TV Reading, Pa., to tv film production dept., Biow Co., N. Y.

Theodore W. Prescott, Scott Paper Co., Chester, Pa., and **Roby Harrington,** Procter & Gamble, Cincinnati, to plans-merchandising dept., N. W. Ayer & Son, Philadelphia.

Eloise Ray Francis, publicity and sales promotion director, Dan River Mills, N. Y., to Bryan Houston Inc., same city, as a fashion coordinator.

Herb Gruber, chief timebuyer, Cecil & Presbrey, N. Y., father of girl, Jill Debra, July 12.

Harold S. Hirsch, executive vice president, womenswear div., White Stag Mfg. Co., Portland, Ore. (sportswear and play clothes), elected president, succeeding **Max S. Hirsch,** his father, now board chairman; **Lawrence L. Rennett,** assistant to president, named vice president and general manager; and **Harold Dolgenow,** assistant womenswear director, named vice president and womenswear director.

Robert W. Barnard, McKesson & Robbins Inc., N. Y., appointed liquor national sales promotion manager.

John A. Ulrich, acting advertising manager, Beech-Nut Packing Co., N. Y., named advertising manager.

Edwin H. Bostick, F. Schumacher & Co., N. Y. (Waverly Fabrics), named advertising manager.

Beatrice Mills, advertising dept., Mooresville Mills (textile manufacturers), Mooresville, N. C., promoted to advertising manager.

Robert McDonald, account executive, Erwin, Wasey & Co., N. Y., to Paper-Mate Pens Inc., Culver City, Calif., as assistant to advertising manager.

Don Laiffer, tv copy dept., McCann-Erickson Inc., N. Y., and **Baker Ostrin,** assistant to creative director, Campbell-Mithun Inc., Minneapolis, to creative staff, Warwick & Legler Inc., L. A.

UTP Plans Expansion In Sales Department

PLANS to expand its sales department were finalized during recent home office meetings by United Television Programs Inc., Hollywood. Branch offices will be organized in Minneapolis, Detroit and Baltimore, according to Wyn Nathan, vice president in charge of sales, and will bring the total number to 12 offices. The addition of four new sales executives is to be announced shortly, he added.

Topics discussed at the meetings included the program for special exploitation of *Mayor of the Town* series in production by Rawlins-Grant, which UTP will distribute regionally and locally. In preparation is a tv trailer and newspaper advertising campaign, budget on which will be determined in each city by population, station coverage and maximum audience potential.

Among those in attendance were Aaron Beckwith, vice president, New York; John P. Rohrs, vice president, Chicago; and Tom McManus, eastern sales manager. Speakers included Philip N. Krasne, UTP president; Jack J. Gross, board chairman; Lee Savin, executive vice president; Noel Rubaloff, national sales promotion manager; Dale Sheets, assistant national sales manager; Basil Grillo and Charles B. Brown, executive vice president and vice president in charge of sales, respectively, Bing Crosby Enterprises; Roland Reed and Guy V. Thayer, president and executive vice president, respectively, Roland Reed Productions.

Unity Tv Appoints Four

ADDITION of four executives to the sales staff of Unity Television Corp., New York, was announced last week by Arche Mayers, general manager, as part of a realignment of Unity's sales department.

New staff members are Harry Stern, southwestern manager; Frank Opra, northwestern district manager; Keith Goldsmith, New England district manager, and Vince Fiumano, tv film booker in the West Coast office. In other changes, Jerry Weisfeldt has been named western division manager; Noah Jacobs, eastern district manager, and Sid Weiner, national tv film booker in New York.

STAGE and screen star Gene Lockhart signs for the starring role in *His Honor, Homer Bell,* tv film series to be produced in New York for NBC Film Division distribution by Galahad Productions. With Mr. Lockhart is Carl Stanton, NBC vice president in charge of the Film Division.

on
t

ent were
etings by
llywood.
inneapo-
to Wyn
ales, and
es. The
is to be

included
f *Mayor*
Rawlins-
gionally
iler and
dget on
y popu-
audience

n Beck-
. Rohrs,
us, east-
Philip N.
s, board
resident;
nanager;
nanager;
tive vice
of sales,
Roland
l execu-
d Reed

e sales
York,
Mayers,
nent of

south-
western
w Eng-
umano,
ice. In
named
s, east-
national

khart
onor,
luced
distri-
With
vice
ision.

STING

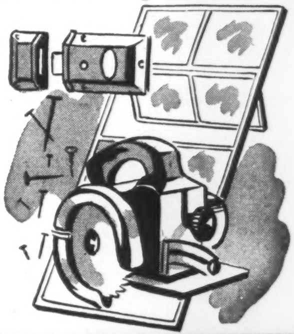
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE BUILDING MATERIALS SALES, FOR INSTANCE!

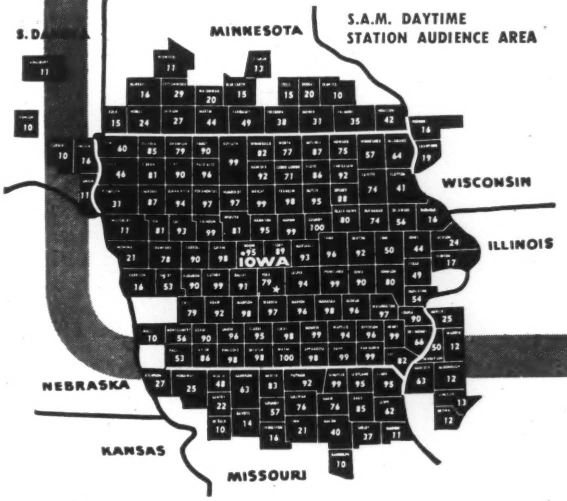
3.5%	CEDAR RAPIDS
2.6%	TRI-CITIES
4.4%	DES MOINES
2.3%	DUBUQUE
3.8%	SIOUX CITY
2.6%	WATERLOO
80.8%	REMAINDER OF STATE



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1954 Consumer Markets

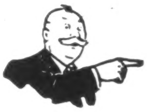


BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

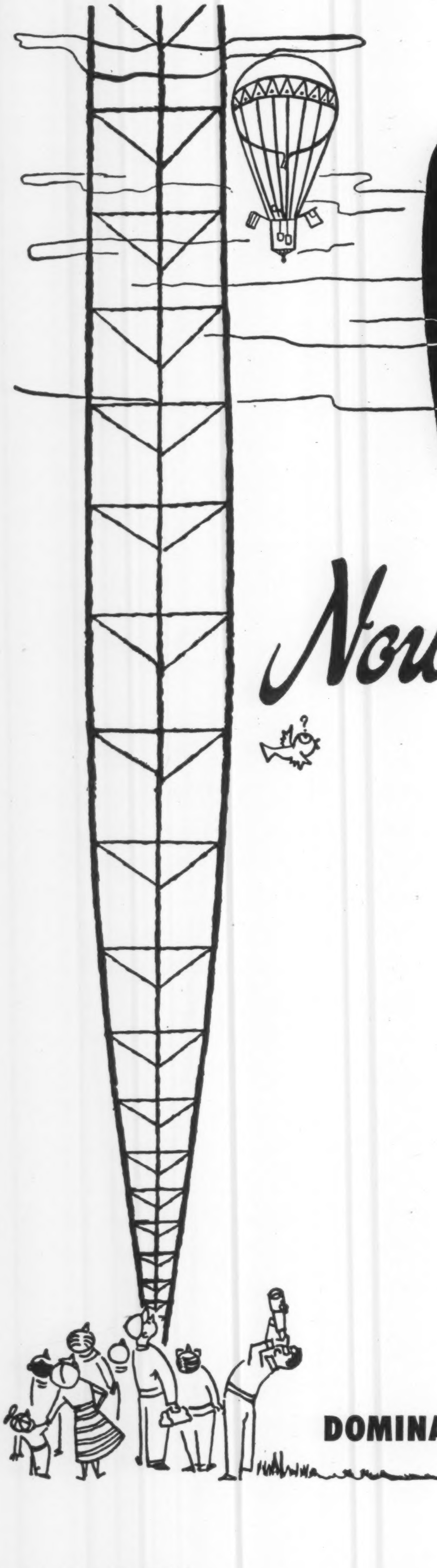
WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC., National Representatives



KOIN-TV

MOST POWERFUL IN OREGON

Now... highest tower

1530 FEET ABOVE AVERAGE TERRAIN

Now, more than ever, KOIN-TV is your single best buy in the rich, productive Oregon and Southwest Washington area. Towering 1530 feet above average terrain, the new KOIN-TV antenna is the highest in the Pacific Northwest. Advertisers are guaranteed the finest picture quality possible.

Tremendous 30-County Coverage

The giant new tower combined with the KOIN-TV power increase to the maximum 100,000 watts (Channel 6) blankets over 35,000 square miles in the prosperous "heart" of the Pacific Northwest. Now KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southwest Washington counties. More than 185,000 sets are in use right now . . . and set sales are booming.

DOMINANT in Portland... in Oregon and Southwest Washington

MEANS MORE SALES
REACHES MORE FAMILIES

...Now... maximum power*

100,000 WATTS*

Retail Market: $1,944,735,000

Over a million and a half Northwesterners work, play, buy, watch television in the huge KOIN-TV influence area . . . prosperous people who live in a family of cities whose per capita sales are *more than double* the national per capita retail sales average! (Actually 208% based on 1952-53 Consumer Markets.) These are people who can, will and *do* buy the things they want.

Only KOIN-TV Covers This Market

To reach the people with the money to spend . . . to completely cover this rich, responsive Oregon and Southwest Washington market . . . you must schedule KOIN-TV. No other station or combination of stations can reach this market. Write, wire, or phone for complete availabilities or contact our national representatives, *Avery-Knodel, Inc.*

...in the Heart of the Pacific Northwest

KOIN-TV
CHANNEL 6

Matson Sues for CBS-TV Tardiness in Returning Film

FAILURE of CBS-TV executives to return film footage of King George VI's coronation in time for owner Henry J. Matson to negotiate for its use with other networks is charged in a $10,000 suit filed in Los Angeles Superior Court.

CBS-TV rented the film, which he photographed in 1937, as a possible standby-by program feature, during preparations for telecasts of Queen Elizabeth's coronation last year, charge Mr. Matson's attorneys, John N. Frolich and Sol D. Seldin. No price was agreed upon at that time, Mr. Matson states, but the network returned the film after the coronation telecast without compensation, he alleges, even though they knew he had offers for its use by other networks.

Further, he charges CBS edited the hour-long film down to 18 minutes with his permission, but refused to make compensation.

Cantor Named Ziv Producer

EDDIE CANTOR has been named executive producer of Ziv Television Programs Inc., according to Maurice Unger, vice president in charge of West Coast operations. In addition to acting in and producing the upcoming radio-tv *Eddie Cantor Theatre* for Ziv, Mr. Cantor will take an active role in the planning and production of packages for the firm. He will act chiefly in an advisory capacity on current and proposed film packages, Mr. Unger said.

MPTV Sued for Commissions

A SUIT for over $50,000 in commissions was filed last week in Los Angeles Superior Court against Motion Pictures for Television by Maurice H. Gresham, until recently West Coast sales manager of the MPTV syndication division. The plaintiff, asking 10% commission based on an oral agreement, claims his sales between October 1953 and June 1954 totaled $300,000 and that his division's sales exceeded $500,000.

Princeton, Olmstead Pact

AN AGREEMENT was signed last week by the Princeton Film Center, Princeton, N. J., tv film production and distribution company, and the Olmstead Sound Studios, New York, under which PFC will have "complete access" to all of the Olmstead facilities for the production of tv filmed commercials. According to Gordon Knox, president of PFC, the agreement provided for the turning over by his firm of more than $100,000 worth of film equipment to the almost-completed Olmstead studios.

Marine Footage in New Series

OFFICIALS of Executive Producers, Hollywood, conferred last week in Washington with the U. S. Marine Corps on a planned series of 26 films which would incorporate footage from the Marine files as well as technical advice. The half-hour shows will encompass some of the Marines' history. Representing Executive Producers last week were Col. Paul R. Davison and Bill Karns, USA, Ret., who conferred with the radio-tv branch and division of information, Headquarters USMC.

PIANIST Liberace (r) is greeted by D. Marshall Harris (l), vice president of Bowman Biscuit Co., sponsor of the Guild Films *Liberace* show in 14 markets, and Joe Herold, general manager of KBTV (TV) Denver, upon his arrival for tv and concert appearances in that city.

Screen Gems in Detroit

OPENING of an office in Detroit by Screen Gems Inc. was announced last week by John H. Mitchell, vice president in charge of sales for the company. Ernest W. Montgomery, previously in the engineering field, has been named sales manager in charge of the office. The Detroit headquarters have been established at 16603 E. Warren Road. Telephone is Tuxedo 5-5811.

FILM SALES

CBS-TV Film Sales reported last week total markets on its *Art Linkletter and the Kids* filmed program is 81, with latest sales to **Pureta Sausage Co.,** Sacramento, for KHSL-TV Chico, Calif.

WTOK-TV Meridian, Miss., has acquired two-run rights to *Craig Kennedy Criminologist*, series of 26 half-hour films from **Louis Weiss & Co.,** Los Angeles.

KNXT (TV) Hollywood is telecasting *Lash of the West* and *Adventures of Noah Berry, Jr.*, quarter-hour film series produced and directed by **Jerry Courneya.** Former program stars **Lash LaRue** in westerns and latter features **Mr. Berry's** adventures in big game hunting, whaling expedition, marlin fishing, etc.

Raisin Markets of Southern Calif., L. A., (eight-store retail chain), enters tv programming with *Abbott and Costello* film series on KTTV (TV) Hollywood today under cooperative advertising whereby manufacturers of products promoted share tv costs.

FILM DISTRIBUTION

MCA Ltd., N. Y., announced last week it has acquired distribution rights to *Touchdown*, series of 13 half-hour filmed programs of college football games this fall, and *Telesports Digest*, series of 39 half-hour films depicting highlights of leading sports events each week. Both films will be produced by Tel Ra Productions, Philadelphia.

S. W. Caldwell Ltd., Toronto, tv film distributor and producer, opened Vancouver office at 1240 West Pender St. to handle sales and service for all radio and tv activities of company. Florence Asson, former time-buyer of James Lovick Ltd., Vancouver, is representing the organization in Vancouver.

FILM PRODUCTION

Walt Disney Productions, Burbank, Calif., is filming "The Story of D. Duck" and "How Do You Doodle" for inclusion in "Fantasyland" segments of ABC-TV *Disneyland*. Both films, directed by **Richard Bare,** will combine live action and cartoon animation.

Snader Productions Inc., Hollywood, is filming 52 half-hour tv programs featuring **Korla Pandit,** organist who formerly had own shows on KECA-TV (now KABC-TV), KTTV (TV) and KTLA (TV) all Hollywood. Shooting at Goldwyn Studios, **Louis D. Snader,** president, has designed programs to be broken up into 104 quarter-hour programs if preferred. **Orval Anderson,** KABC staff announcer, is narrator; **Le Roy Prinz,** former Warner Bros. and academy award-winning director, is director; and **Harry Franklin** is production manager and assistant director.

Hotpoint Inc., Chicago, (appliances) names TV Spots, Hollywood tv production firm, to create and produce tv film commercials for forthcoming ABC-TV *Adventures of Ozzie and Harriet* series. Agency: Maxon Inc., N. Y.

RANDOM SHOTS

Lewis and Martin Films Inc., Chicago, announces opening of new slide and title department, known as **L & M Slidefilms Inc.,** for preparing slides, title-cards, balops, crawl-cards, rear-projection slides and original photography.

Mannie Baum Enterprises Corp., N. Y., announces *Greatest Fights of the Century* series available in fall for syndication, sponsored locally or regionally.

Hollywood Spotlite Newsfilm Service Inc., L. A., moves to 607 N. La Brea Ave., same city. Telephone: Webster 8-2191.

National Telefilm Assoc., N. Y., tv film distributor, opens sales office at 1737 F St. N.W., Washington, D. C., with Jack Feiffer in charge.

Grantray Animation Inc., Hollywood, formed for production of animated television film commercials, industrial films and theartical shorts announced last week by animation industry men, Grant Simmons, Ray Patterson and Robert Lawrence, president, **Robert Lawrence Productions Inc.,** N. Y.

FILM PEOPLE

John F. Sloan, formerly sales manager, WOR-TV New York, and **Stan Smith,** formerly eastern sales manager, ABC-TV, to Ziv Television Programs Inc., N. Y., as account executives.

Edward J. Chandler, formerly with FBI, to Television Programs of America, Seattle, Wash., as account executive.

Ellingwood Kay, story editor, Revue Productions, North Hollywood, to Roland Reed Productions, Culver City, Calif., in same capacity.

Louis Germonprez signed to year's contract by Gross-Krasne Inc., Hollywood, as assistant director, *Big Town* film series.

Henry Randel, 58, metropolitan New York district sales manager, Paramount Pictures, died July 25.

WATTS UP?

KLZ-TV... to 316,000 (full power)

● We've resorted to the lowest form of humor to announce the highest TV power in the Rocky Mountain West. KLZ-TV now delivers the world's greatest network entertainment and the region's sharpest local presentations with the **HIGHEST POWER** in the entire area.

Add it up: by any measure you choose, KLZ-TV is Colorado's best TV buy...

Programming: Top CBS network and local programs

Facilities: Finest, most complete in the region

Transmitter: Highest power in the entire area

Viewer Preference: Denver's most popular station by any and every survey made since KLZ-TV began telecasting.

See the KATZ man

CBS TELEVISION KLZ-TV

CHANNEL 7 DENVER

NOW EQUIPPED FOR NETWORK COLOR TELEVISION

Writers Claim Support Of BMI Members in Suit

A SUIT of 33 composer-writers against Broadcast Music Inc., charging anti-trust violations by BMI, broadcasters and record subsidiaries, has received secret support of several BMI members, composer Arthur Schwartz maintained at a Beverly Hills meeting last fortnight of Songwriters of America, which is backing the suit against BMI.

Mr. Schwartz, reading a report by attorney John Schulman, representing the plaintiffs, said suit supporters within BMI ranks have contributed money and evidence against their organization. The supporters' identities are being kept anonymous to avoid retaliation, SA executives stated.

However, other support from music publishers has been refused because of BMI and ASCAP affiliation, report continued, adding that trial may start within a year.

Feldman Assumes Direction Of Oxarart Package Firm

WITH the appointment of Frank Oxarart, head of his own Hollywood radio-tv package production firm, as sales manager of KFWB Hollywood July 23, Jack Feldman has assumed active management and Frank Oxarart Jr. has become a shareholder and junior partner in the firm. Mr. Feldman announced the packaging organization would continue to meet present radio-tv commercial commitments.

Meanwhile, Chef Milani, radio-tv personality and former Oxarart client, has opened his own sales, promotion and merchandising offices at KCOP (TV) Hollywood studios, with Freda Allender, food and appliance promotion specialist, as merchandising coordinator. She will work with KCOP and KMPC Hollywood Milani advertisers in promotion of their products by advertising and store displays, and supermarket personal appearances by the chef.

L.A. BMI Clinic Speakers

ADDITIONAL speakers at a BMI tv program clinic in Los Angeles, Aug. 9-10 [B•T, July 26], are Earl Hudson, ABC Western Division vice president, on "New Dimensions in Tv Programming," and George Whitney, KFMB-TV San Diego general manager, on "Effective Tv Programming Unrecognized."

Thomas C. McCray, KNBH (TV) Hollywood general manager, has been put in charge of the luncheon program for both days, with Los Angeles the only city scheduled to have such programs. Tentatively set is Jack Webb, star of NBC-AM-TV *Dragnet,* and a screening of the Warner Bros. feature film version, which is yet to be theatrically released.

LOOKING OVER first pictures on KOTV (TV) Tulsa's new UP facsimile equipment, said to be the first of its type in Tulsa, are Dick Campbell (l), station manager, and Cy Tuma, news director.

BOTV Plans Closed Circuit From Broadway to Theatres

BOX OFFICE Television Inc., New York, announced last week it is negotiating with producers of seven "top" broadway productions for the rights to conduct a closed-circuit telecast of a production at cost to theatres throughout the country.

William Rosensohn, executive vice president of BOTV, said that current plans are to hold the first telecast in late October or early November. He estimated that actual costs to theatre owners would range between $.50 and $.75 per seat, with all profits to be retained by the theatres.

BOTV will produce the telecast as an experiment, Mr. Rosensohn added, to demonstrate that a series of such productions would be financially feasible. He estimated that costs of the entire production will run "well over a million dollars."

Schumann Expands Tv Services

EDWARD E. SCHUMANN announces his firm has expanded its art work, slides, opaques and film services for television. His company, Edward E. Schumann & Assoc., 1900 University Ave., Madison 5, Wis., which started two years ago to serve local stations in the area, now serves stations in the state and in Illinois, Iowa, Minnesota and Michigan. According to Mr. Schumann, his staff is organized to give any tv station in the country 48-hour service, featuring a new package for tv stations which includes art work and slides. A brochure is being mailed to all stations, he said.

MR. SCHUMANN

PROGRAM SERVICE SHORTS

Gotham Recording Corp., N. Y., completed 13-week series of 15-minute musical variety radio programs, stressing recruiting, made in cooperation with U. S. Coast Guard. Program available free to stations from Comdr. A. E. Carlson, U. S. Coast Guard, 1300 E St., N.W., Washington, D. C.

Clubtime Productions Inc., syndicated radio package producers, Beverly Hills, Calif., announces plans to open Chicago and New York studios to be used by singers in transcribing disc m.c. programs.

Indiana U. Radio and Television Service has transcribed series of radio programs describing life in Hoosier communities and is available to stations in the state.

Storecast Corp. of America, N. Y., announces "music-lantern," to be placed in grocery stores as high fidelity fm music transmitter, illuminator and section marker.

NETWORK GROSS UP 19% IN '54

Combined radio-television figure for first six months of this year near $225 million mark, though radio networks show 10% decline.

GROSS time sales of the national networks during the first half of 1954 aggregated $224,488,242, an increase of 19.4% above the total of $187,747,323 for the like period of 1953, according to data compiled by Publishers Information Bureau. Radio network billings for the six months period of this year were down 10% with a 1954 first half gross of $74,503,773, compared to a gross of $82,774,891 for the first half of 1953. Tv network billings rose 42.9%, however, totalling $149,984,469 in the January-June 1954 period against $104,972,432 for that same part of 1953.

Combined radio-tv network time sales in June grossed $35,245,568, up 15.9% from the combined June 1953 gross of $30,413,568. Radio network time sales were down 18.9% from the previous June, a decline nearly twice the average for the first six months, but the tv networks showed a gain of 42.8% over June of last year.

PIB's network-by-network gross time sales tabulation, for June and January-June of this year and last, for both radio and tv networks, follows:

NETWORK RADIO

	June 1954	June 1953
ABC	$ 2,405,994	$ 2,113,725
CBS	4,173,407	5,227,026
MBS	1,540,430	1,926,865
NBC	2,618,614	3,979,471
Total	$ 10,738,445	$ 13,247,087
	Jan.-June 1954	Jan.-June 1953
ABC	$ 15,170,597	$ 15,355,841
CBS	29,707,034	31,292,509
MBS	11,055,964	11,393,752
NBC	18,570,178	24,732,789
Total	$ 74,503,773	$ 82,774,891

NETWORK TELEVISION

	June 1954	June 1953
ABC	$ 2,310,244	$ 1,607,320
CBS	11,448,180	7,399,078
DuMont	778,920	835,768
NBC	9,969,779	7,324,315
Total	$ 24,507,223	$ 17,166,481
	Jan.-June 1954	Jan.-June 1953
ABC	$ 15,200,029	$ 9,876,272
CBS	65,916,429	44,236,751
DuMont	6,594,935	5,490,321
NBC	62,273,076	45,369,088
Total	$149,984,469	$104,972,432

Credit Study Discloses Lag in Radio, Tv Outputs

TELEVISION set production during the first five months of 1954 was 44% less than 1953 levels and radio set production in the same period was off about 34% from last year, according to a study of the financial statements of 40 manufacturers of tv sets, radio receivers and electronics equipment released last week by the National Credit Office Inc.

It was pointed out by the credit office that the slackening off of tv set production resulted not only from the imminence of color tv but also from the excess inventory of merchandise built up in 1953 when the industry produced 7,214,000 receivers. During 1954, the study observed, the ratio of inventory to sales has "improved steadily," and the finished inventory reduced to "a much more manageable level."

The Credit Office attributed the reduction of

'51 "Glad dad"

February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

'53 "Red hot item"

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

'54 "man-O-man"

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

Michigan's Golden Triangle

WKHM
Flint
WKMF
Detroit
Dearborn
Jackson
WKMH

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

REPRESENTED BY
HEADLEY-REED

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

Predicted Tv Volume in '56: $1.9 Billion

TELEVISION advertising is growing at a rate eight times as fast as the nation's overall advertising expenditures, according to a set of statistics whipped up last week by NBC-TV researchers, who estimated that in 1956—only two years hence—the dollar volume of advertising in network, national spot and local tv combined will total $1.9 billion, roughly 20% of that year's all-media advertising expenditures of $9.7 billion.

Starting with 1952, the NBC tabulation charts the growth of tv advertising and of all advertising year by year through 1956, the first two years being reports of actual expenditures, the last three NBC's projections. During the interval from 1952 to 1956 the NBC figures show a 36% increase in all advertising revenue, but a 273% increase for tv advertising. Table follows:

	All Advertising (in Millions)	Tv Advertising (in Millions)	Tv's % of the Total
1952	$7,150	$ 509	7
1953	7,803	689	9
1954	8,500	930	11
1955	9,200	1,300	14
1956	9,700	1,900	20

radio set production partly to the "lower demand for automobile radio sets, which follows the curtailed buying of new cars." Another factor cited in the study was the diminishing interest of consumers in clock radios.

The study stated that 18 of the forty companies had issued interim first quarter operating results showing that sales in this period amounted to a total $789,538,000, as compared with $857,690,000 in the first quarter of 1953. Net profits of $26,874,000 were said to be 8.1% lower in the first quarter of this year. The study observed that the first quarter of 1953 was the "best period of that year," and that remaining quarters of 1954 may compare more favorably with 1953 counterparts than did the first quarter of this year.

NCO said the brightest outlook for manufacturers is in the fields of industrial and military electronics. The industrial electronics business in 1953 amounted to $400 million in estimated sales volume, the study stated, adding that on current rate of expansion, volume should be three times that of last year by 1960. Electronics devices for military use continue to be in "heavy demand," the study said, and the future looks bright for their manufacturers.

May Radio Shipments Top April's by 22,000

SHIPMENTS of radio receivers from factories to dealers increased from April to May, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 406,382 radios compared to 384,390 in April. Shipments for the first five months of 1954 totaled 1,775,539 radios. No comparable figures are available for 1953 or prior years.

Radio shipments to dealers do not include auto sets, which as a rule do not move through consumer channels. The shipments of radios, excluding auto sets, to dealers by states for the first five months of 1954 follow:

State	Total	State	Total
Ala.	19,742	Neb.	11,188
Ariz.	9,333	Nev.	1,759
Ark.	13,702	N. H.	4,230
Calif.	134,412	N. J.	88,675
Colo.	11,502	N. M.	5,030
Conn.	33,673	N. Y.	307,326
Del.	3,714	N. C.	31,266
D. C.	19,052	N. D.	6,261
Fla.	42,270	Ohio	103,117
Ga.	28,549	Okla.	15,555
Idaho	3,650	Ore.	11,022
Ill.	128,350	Pa.	121,374
Ind.	33,260	R. I.	9,028
Iowa	21,162	S. C.	12,624
Kan.	15,217	S. D.	6,728
Ky.	22,520	Tenn.	26,861
La.	22,976	Tex.	73,642
Me.	6,790	Utah	5,664
Md.	28,827	Vt.	2,955
Mass.	62,379	Va.	26,884
Mich.	82,157	Wash.	25,016
Minn.	27,911	W. Va.	11,898
Miss.	13,161	Wis.	35,035
Mo.	40,063	Wyo.	2,457
Mont.	5,578		
		GRAND TOTAL	1,775,539

Daytime Gains Evidenced By Nielsen Radio Ratings

NATION's favorite radio program during the week of June 20-26, or at least the program attracting the largest audience (2,705,000), was *Lux Radio Theatre*, according to the National Nielsen ratings for that week. Seven daytime serials, however, had higher average audiences than the second-highest rated evening radio program. Top Nielsen-rated programs were:

RANK	PROGRAM	HOMES REACHED (000)
EVENING, ONCE-A-WEEK	(Average for All Programs)	(1,120)
1	Lux Radio Theatre (CBS)	2,705
2	Our Miss Brooks (CBS)	2,472
3	Best of Groucho (NBC)	2,426
4	People Are Funny (CBS)	2,192
5	My Little Margie (CBS)	2,146
6	On the Line With Considine (MBS)	2,099
7	Nick Carter (MBS)	2,099
8	Charlie McCarthy Show (NBC)	2,006
9	Dragnet (NBC)	1,959
10	Gene Autry Show (CBS)	1,912
EVENING, MULTI-WEEKLY	(Average for All Programs)	(793)
1	One Man's Family (NBC)	1,633
2	News of the World (NBC)	1,493
3	Fibber McGee & Molly (NBC)	1,353
WEEKDAY	(Average for All Programs)	(1,633)
1	Young Widder Brown (Toni) (NBC)	2,612
2	This Is Nora Drake (B. Myers) (CBS)	2,612
3	Stella Dallas (NBC)	2,566
4	Romance of Helen Trent (M-W-F) (CBS)	2,566
5	Young Widder Brown (Sterling) (NBC)	2,519
6	Backstage Wife (NBC)	2,519
7	This Is Nora Drake (Toni) (CBS)	2,519
8	Wendy Warren and the News (CBS)	2,472
9	Road of Life (CBS)	2,426
10	Our Gal, Sunday (CBS)	2,379
DAY, SUNDAY	(Average for All Programs)	(700)
1	Shadow, The (MBS)	2,332
2	Cecil Brown Commentary (MBS)	1,819
DAY, SATURDAY	Average for All Programs)	(1,073)
1	Stars Over Hollywood (CBS)	2,192
2	Mary Lee Taylor (NBC)	1,959
3	Bill Shadel and the News (CBS)	1,866

Copyright 1954 by A. C. Nielsen Co.

March 7 Daytime Listening

OF THE 41,400,000 radio homes (89% of the U. S. total) tuning in during the daytime 6 a.m.-6 p.m.) hours the week of March 7, the average daytime listening amounted to 14 hours and 37 minutes for the week, or better than two hours a day. Among radio-only homes, 93% used daytime radio during the week, averaging 19 hours and 5 minutes.

$1.5 Billion for Premiums

ABOUT $1.5 billion will be spent for premiums and sales incentives this year, Premium Advertising Assn. of America announced last week, basing this estimate on an appraisal of intrends in preparation for the New York Premium Show to be held under PAAA sponsorship Sept. 20-23 at the Hotel Astor, New York.

Luckies, Chesterfield Lead Advertest 'Remembrance' Test

BEST remembered commercials on tv are those for Lucky Strike and Chesterfield, Advertest Research, New Brunswick, N. J., announced last week in reporting the results of its 64th monthly *The Television Audience of Today*.

Next best remembered commercials are those for Philip Morris and Schaefer Beer, the company reported.

Lucky Strike and Chesterfield commercials were mentioned by 15% of the respondents in an unaided recall survey of 755 tv homes in June, Advertest said. It recalled that the best remembered commercials in a 1953 survey were Chesterfield, Philip Morris, Lucky Strike and Ajax.

The Lucky Strike commercial was considered the best liked, the same as last year, Advertest said. It also said its survey showed that (1) cartoon commercials are liked best, (2) tv viewers prefer commercials showing the product in use instead of being made, and (3) only 17% of its interviewees said they paid the same attention to commercials as they did to programs; half of the respondents said they paid less attention to commercials than to programs, and the remainder said they paid little attention to commercials.

In a breakdown by product category, Advertest said Lincoln-Mercury commercials were considered the most convincing in the automotive field (it was Chevrolet last year), and Ballantines in the beer category, same as last year.

BAB Releases Pulse Report On Teen-Age Radio Audience

EFFECTIVENESS of radio in reaching the teen-age girl market is described in a new BAB report, "Radio and Teen-Age Girls in Metropolitan Markets," which shortly is to be released to BAB member stations.

The report, incorporating data gathered by The Pulse for BAB among girls between 13 and 17 years old during April in six major metropolitan areas, states that more than nine of every ten girls listen to the radio every week and more than seven of ten tune to the radio daily. The report includes details on how many teen-age girls listen to radio, how much they listen, when they listen, and what they hear. It also includes data on radio ownership.

Asking the Women

PLANS have been announced under which 2,500 club women will be questioned each week for their opinions of programs and services rendered by NBC's WNBC-WNBT (TV) New York. According to Max E. Buck, director of advertising, merchandising and promotion for the stations, arrangements have been made with "Luncheon Is Served," a fund-raising group serving 25 luncheons weekly to a total of 2,500 women in the New York area, to circulate questionnaires seeking data on programming and services of the stations. Mr. Buck said the interviews will enable the stations "to keep a day-to-day finger on the pulse of the community and obtain immediate reaction to programming changes."

INTRODUCING COLLINS SUPERB NEW

550A

500/250 WATT AM BROADCAST TRANSMITTER

THIS is the new high-fidelity Broadcast Transmitter, developed by Collins to provide a 500/250 watt transmitter incorporating the same superior features now found in the widely accepted Collins 300J, 20V, 21E, and 21M transmitters. Available for early delivery, the Collins 550A transmitter features low temperature coefficient crystal control, thermal time delay, arc-over and lightning protective circuit, the use of only seven types of tubes, filtered forced air cooling, and adjustable over-load relay protection for both the final audio and RF stages. The Collins 550A may be energized by simply pressing the "ON" button. The filament, bias, and plate power is then automatically applied in the correct sequence with the proper time delay.

Start on the path to transmitter trouble-free days by writing for Collins 550A technical descriptive bulletin today!

COLLINS RADIO COMPANY Cedar Rapids, Iowa

COLLINS

261 Madison Ave.
NEW YORK 16

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Petroleum Bldg.
TALLAHASSEE

Dogwood Road, Fountain City
KNOXVILLE

COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO

NARTB TO OFFER SUGGESTED PATTERN FOR TV SALES PROMOTION BUREAU

Joint NARTB and TvAB meeting set for next Thursday with Oct. 15 mentioned as target date for implementation of plan.

NARTB will unveil in working form this week its long-range plan for a million-dollar tv sales promotion bureau operating on an industrywide basis in competition with other advertising media and their sales bureaus.

This major advertising void will be filled this autumn—Oct. 15 is mentioned as a tentative target date. A joint NARTB-TvAB committee will act Thursday on the advertising bureau plan for tv after a four-man task force does a preliminary screening job Wednesday.

The tv advertising project, long-sought and subject to kicking around in a recent intra-industry feud, will start out on a necessarily modest basis but should reach the half-million-dollar stage within a few months, under present planning.

NARTB's blueprint, based on two years of research, will be presented to the merger as a staff study of the association. It consists of several sections, some of which contain optional proposals for committee or NARTB Tv Board decision.

Should the merger committee approve the plan, including options, the NARTB Tv Board will be next to act. TvAB, too, may want to get the views of its executive committee, or even its membership.

Once the plans have cleared the NARTB Tv Board, the job of setting up the tv sales bureau will be turned over to an independent organization. The blueprint includes all the legal planning, charter and other routine.

Winding up the NARTB blueprint is a section that includes ways to implement the bureau plan. It goes into such details as by-laws, scope of officers' duties, dues formulas, membership recruitment, executive structure and operating routines.

Scope of Report

Carefully planned sections of the report list such functions as regular information bulletins to the membership, ways of contacting advertisers and agencies, competitive problems of the tv medium, roles to be taken by industry segments, public relations activities, publications and research.

Action this week will be taken in two ways. First, the four-man task force representing NARTB and TvAB will screen the lengthy NARTB blueprint Wednesday. Second, the full 10-man joint committee named at the June 30 NARTB-TvAB merger meeting [B•T, July 5] will meet Thursday. Both sessions will be held in Washington.

Members of the task force are: NARTB—Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman. TvAB—Richard A. Moore, KTTV (TV) Los Angeles, TvAB acting chairman, and Roger W. Clipp, WFIL-TV Philadelphia.

Besides these four, the full committee comprises these: NARTB Tv Board members—Kenneth Carter, WAAM (TV) Baltimore; W. D. Rogers Jr., KDUB-TV Lubbock, Texas, who was active in promoting the recent NARTB-TvAB merger, and Merle Jones, CBS. TvAB—L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

If the 10-man committee runs into snags, or can't decide on optional proposals, a second meeting may be necessary.

The NARTB Tv Board was to have been called for a late August meeting but other meetings, including network affiliate sessions, may interfere. A mail balloting of the board has been considered. If the board meets after Labor Day, some time may be lost in opening offices and working out other details.

A substantial list of candidates for president of the tv bureau is on file at NARTB. This post will parallel that of BAB president. Selection of a president and top staff officers will be handled carefully.

Having completed its job of research and blueprinting, NARTB will step aside as the independent bureau takes up the job of tv sales and advertising promotion just as it did several years ago when BAB was formed.

Swift Action Seen

At the weekend it appeared that NARTB will act swiftly, oblivious of any possible opposition from the TvAB membership. NARTB feels it has a binding merger deal as a result of the June 30 merger meeting and intends to see that its long-range program goes into action in a hurry.

The blueprint to be shown this week will follow the all-industry line agreed upon when NARTB first approved the bureau idea in December, 1952. It is based on extensive studies of bureaus operated by competing media, including radio, newspapers, magazines and outdoor.

As TvAB's acting chairman, Mr. Moore will bring in results of a questionnaire dealing with the membership's ideas of the special types of functions a tv advertising bureau should perform. The questionnaire was sent out over a week ago, Mr. Moore said, to guide TvAB's committeemen [B•T, July 26].

If TvAB members plan a major revolt against NARTB's successful effort to carry out its long-range bureau idea, there were no signs apparent at the weekend. Some individual stations maintain their preference for the original local-national spot motif of TvAB. Station Representatives Assn., which helped finance TvAB, hasn't changed its opposition toward inclusion of networks in the bureau.

While relations were pretty thick between some of TvAB's backers and NARTB, any opposition to the bureau is kept in the background.

The NARTB plan provides for associate members, as tentatively drawn, and this could include representatives. BAB has representatives who hold associate status and John Blair, head of John Blair & Co. and Blair-Tv Inc., sits on the BAB board.

The bureau's financing plans include various industry segments, including networks as well as representatives, again following rather closely the BAB pattern. SRA is known to feel BAB promotes local radio actively without giving national spot the attention SRA wants. At the same time, SRA operates a research project and the Crusade for Spot Radio.

Representatives opposed an industrywide bureau and excluded networks in the TvAB organization days last spring on the ground that tv needs no promotion as a medium. They felt all advertisers are well aware of tv's sales impact and know of its success.

If any promoting is to be done, they argue, it should be done on behalf of local and national spot since networks are described as well-promoted. They list such firms as H. J. Heinz, Kellogg and International Harvester as sitting on the fence, wondering whether to use video network or spot.

NARTB's detailed review of the whole promotion situation includes a history of media advertising bureaus. In expecting a budget of $400,000 or $500,000 in the early days, NARTB explains that Outdoor Advertising Inc. has a $2,500,000 promotion budget, supported by the circulation data of Traffic Audit Bureau, a non-profit research unit operated in cooperation with Assn. of National Advertisers and American Assn. of Advertising Agencies.

Bureau of Advertising, promotion bureau of American Newspaper Publishers Assn., has a $1,600,000 budget. BAB is around the $700,000 mark and shooting for $800,000, and Magazine Advertising Bureau has a $250,000 promotion fund.

The NARTB blueprint explains how these bureaus operate and how they hit hard at television because the newest medium has left a

BOARD OF DIRECTORS of the Louisiana Assn. of Broadcasters took time out from the quarterly meeting at New Iberia to have an outing at the camp of Jerry Hamm near Delcambre. At the camp (l to r): front row, Mr. Hamm, KANE New Iberia, LAB secretary-treasurer; Willard Cobb, KALB Alexandria, president; Frank Ford, KENT Shreveport, vice president; Robert Earle, WIBR Baton Rouge; second row, Bob Wehrman, WTPS New Orleans; Newton Wray, KTBS Shreveport, LAB past president; John Vath, WWL New Orleans; Ken Whitaker, KRUS Ruston; Eugene Jones, KSLO Opelousas, and Ray Dabadie, WJBO Baton Rouge.

f TvAB.
h helped
pposition
ureau.
between
TB, any
he back-

associate
his could
presenta-
hn Blair,
Inc., sits

various
as well
rather
n to feel
without
A wants.
research
o.
strywide
TvAB
und that
. They
's sales

argue,
national
ell-pro-
Heinz,
sitting
video

le pro-
dia ad-
lget of
ARTB
has a
by the
a non-
eration
Ameri-

eau of
has a
00,000
gazine
motion

these
t tele-
left a

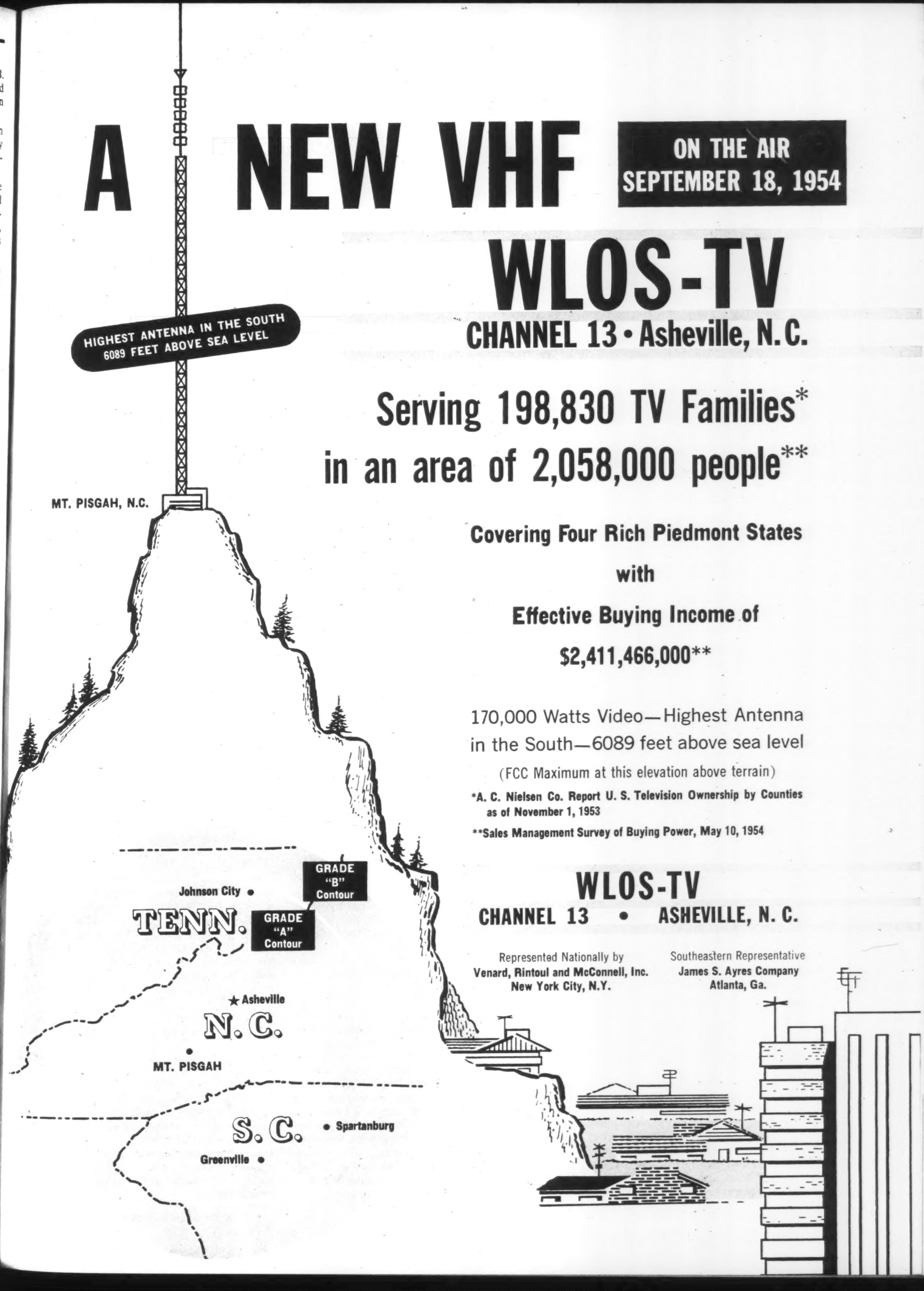
e
ur
e-
e-
n,
n,
s,

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N. C.


HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL
MT. PISGAH, N.C.
GRADE "B" Contour
GRADE "A" Contour
Johnson City
TENN.
Asheville
N. C.
MT. PISGAH
S. C.
Spartanburg
Greenville

Serving 198,830 TV Families*

in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.

sudden and heavy impact on advertising allotments.

NARTB's report shows the need of breaking down the complex held by advertisers who consider tv too rich for their blood and strictly a medium for those with fancy advertising budgets. Ways are pointed out by which this type of thinking can be overcome, including use of success stories and selling arguments.

Television sales should be promoted on an all-industry basis and sold against its principal competitors. Jack Harris, KPRC-TV Houston, vice president and general manager, has informed T. F. Flanagan managing director of SRA and critic of the TvAB-NARTB merger plan [B•T, July 26, 19].

Writing as "one of the people who was a member of this organizing committee of TvAB in the middle and latter stages," Mr. Harris said he did not agree with Mr. Flanagan's criticism of the merger and his stand on behalf of a local-national spot promotion bureau.

Mr. Harris said, "It was clearly stated to me when I joined the organizing group that all policies of the proposed bureau would be set by the permanent board of directors, when elected. At no time was it indicated that the original few station managers and owners who started the movement had any fixed policies which would be binding upon the organization when it was set up in permanent fashion.

"For one, I do not subscribe to the idea of the stations financing the kind of organization you outline. I believe that the TvAB should be constituted as the BAB and should seek to sell television against its principal competitors: Newspapers, magazines, outdoor and other media.

"It seems to me that our representatives are paid handsomely to represent us in the intra-industry struggle for allocation of funds, network or spot, after the funds have been allocated to the television media. I have confidence that the representatives can do this job from existing funds at their disposal, whether through your organization or individually, or both.

"Our station is anxious to become part of an industrywide selling organization, but looks with complete disfavor upon the establishment of an organization which will engage in civil war within the industry.

"Neither any network nor the NARTB has presumed to tell us what kind of a selling organization we can set up. And I believe it is equally true that neither a representative nor a representative group should seek to dictate or unduly influence the station's decision. I feel that this is a matter which should be determined by the stations themselves, and not by their agents."

DISC FIRMS, NARTB SET TALKS ON 45s

Thursday meeting in New York will air protests by a 'substantial' segment of the broadcast industry that change to 45s for station use would be expensive, undesirable.

RECORD manufacturers and NARTB representatives are scheduled to meet Thursday noon at the New York Athletic Club to discuss broadcast industry protests against the sudden changeover from 78 to 45 rpm pressings for station use.

At the weekend several major manufacturers had indicated they would accept an invitation extended by John F. Meagher, NARTB radio vice president. It was believed most if not all the majors would be represented at the discussion. Mr. Meagher's invitation was extended July 23 [B•T, July 26]. He explained "a substantial segment" of NARTB's membership had protested the shift to 45s and he contended both parties should discuss the feasibility of modifying the action.

Two possible courses will be proposed by broadcasters, judging by their positions as reflected in protests to B•T and NARTB. First, the manufacturers will be asked flatly to reconsider their action and rescind the 45 rpm order. Second, pending their decision on reconsideration they will be asked to postpone effective date (July 1) of the order.

Such major industry segments as Westinghouse Broadcasting Co. [B•T, July 19] have announced they will not convert equipment to accommodate 45 rpm discs. Those objecting to the new standard contend it is costly to convert turntables, where conversion is possible or feasible; the 45s are difficult to cue with precision and the fine grooves do not hold up under repeated performance; minor vibrations will cause the needle to jump out of the fine groove; storage facilities are designed to accommodate larger records, and technically the 45s are not up to professional standards.

Record manufacturers acted separately in announcing the shift to 45s, and the major firms deny they took concerted action in decreeing a July 1 conversion date. Some of the smaller manufacturers will continue to supply 78 rpm pressings to stations, but the major units contend the share of retail sales of records has jumped from 25% 45s a few years ago to 75%. Many of them believe the time is approaching when the 78 will disappear from store shelves.

Supply houses providing conversion equipment for broadcast turntables are getting far behind in meeting orders, judging by industry checks. They are running a minimum of a month behind, in most cases, and in some instances will not catch up to the demand for several months.

Industry opposition to the 45s is not unanimous. Lase week Lawrence A. Reilly, general manager of WTXL West Springfield, Mass., voiced approval of the action on the ground the 45s sound better, take up less room and the repertory is greater. He said the station also uses 33s extensively.

On the other hand E. F. Cahill, manager of WBCK Battle Creek, Mich., called the manufacturers' action a "dictatorial invasion, propagandized as economy." Howard C. Gilreath, general manager of WVOP Vidalia, Ga., called it a "gestapo method of pushing this service on broadcasters." John L. Cole Jr., owner-manager of WHLF South Boston, Va., wrote record companies that WHLF operators "completely despise the 45s in every respect."

Michigan Broadcasters Meet Sept. 30-Oct. 2

SALES panels for radio and tv broadcasters will feature the Sept. 30-Oct. 2 meeting of Michigan Assn. of Radio & Television Broadcasters, to be held at St. Clair Inn, St. Clair, Mich. John F. Wismer, WHLS Port Huron, is president with Jim Quello, WJR Detroit, chairman of the convention committee. All Michigan broadcasters and staffs are invited.

Other panel sessions will cover proposed government regulations, with government and industry specialists taking part, along with exchanges of ideas on other phases of broadcasting. A business meeting will close the convention, with new officers to be elected.

SCBA PANELISTS LAUD RADIO'S ADVANTAGES

Southern California Broadcasters note radio's wide use and advertising dollar value.

CALLING radio "the liveliest corpse," Frank Crane, managing director, Southern California Broadcasters Assn., told Los Angeles Advertising Club members that local station sales have increased twice the dollar volume since 1947, during a panel presentation by SCBA members on "The Effective Use of Radio."

Introducing the panel, Mr. Crane added that Southern California families average three radios a home; that the local listener uses radio approximately three hours daily; that 72% of all automobiles and 95% of new cars have radios.

Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co. and SCBA president, advised his listeners to throw away their rule books on radio use. Radio has successfully introduced new products, sold during the weekends, advertised for personnel and otherwise broken the textbook maxims, he stated. "There are practically no areas closed to radio advertising," he declared.

Advantages of "vertical" spot buying, using a radio budget to purchase multiple spots during different parts of the day to obtain the total station circulation rather than a fixed time and audience, were described by Stanley Spero, general sales manager, KMPC Hollywood and chairman, SCBA sales committee. Five minute programs offer the advantages of repetition, longer sales message and the use of merchandising and other promotion, Mr. Spero pointed out.

Discussing comparative costs of radio and tv advertising, Terry Mann, sales manager, KHJ Hollywood and vice chairman, SCBA sales committee, advised his audience that tv costs range from 3½ to 26 times that of similar radio time. The same money will buy a series of Class A radio spots—and a 20 second tv spot, he observed. "Radio delivers more families per advertising dollar all through the day," he concluded.

District 11 Ballots Mailed

NEW nominating forms to fill a radio directorate on the NARTB board for District 11 (Minn., N. D., S. D.) have been mailed by C. E. Arney Jr., secretary-treasurer, following failure of at least two persons to receive five ballots in a recent nomination.

The election is being held to provide a successor to the post vacated by John F. Meagher, formerly of KYSM Mankato, Minn. Mr. Meagher has joined NARTB as radio vice president. Nominating forms in the second round must be returned to NARTB headquarters by Aug. 5.

AAAA Roster Lists 303

THE 1954 edition of the AAAA's *Roster and Organization*, issued last week, lists 303 member agencies as of May 31, a gain of 12 over the 1953 listing and the largest membership in AAAA history. In addition to listing member agencies both alphabetically and geographically, the *Roster* reports the officers, directors and committee members and also includes the organization's standards of practice, agency service standards and the qualifications for membership.

WSLS Radio has turned Roanoke up-side-down
WSLS
WSLS RADIO
Sidewalk Studios
The SHENANDOAH LIFE STATIONS
NBC Affiliate
MUSIC
NEWS
VARIETY

. . . and folks are asking, "What's going to happen next?" We like this excitement, for now the public has developed a new interest in an "old medium."

WSLS-RADIO operates 18½ hours daily in full view of the public. In gaily decorated studios, where some 24,000 persons pass each day, they observe this "radio-active" corner, with it's informative displays. They read the incoming news on the AP teletype and view the latest news photos. A large thermometer, clock, weather forecast dial, sports scoreboard and animals in a cage are but a few of the many attractions.

The feature of most importance is the display of merchandise advertised on WSLS-RADIO. These the air-salesmen use as they sell to the listening audience.

Yes . . . WSLS-RADIO is very much alive in ROANOKE, and our listeners know this. They take part in our broadcast day. They are impressed with WSLS-RADIO and by the way, they're impressed with our advertisers' good taste! Are you an advertiser on Roanoke's "radio-active" station? If not, call your Avery-Knodel man today.

WSLS RADIO

610 KC, 1,000 WATTS

ROANOKE, VA.

LEE WOULD LIFT 'EQUAL TIME' LAWS, TRUST BROADCASTER'S RESPONSIBILITY

FCC Commissioner tells Washington's National Press Club that broadcasters, like newspapers, should shoulder their own responsibilities, without government directive.

IT'S TIME legal compulsion on broadcasters to provide "equal time" to political and non-political dissenters is lifted, FCC Comr. Robert E. Lee suggested in a talk before the National Press Club in Washington last Tuesday.

Noting that stations now far outnumber daily newspapers, whose news and editorial presentations are not reviewed by the government, Comr. Lee contended broadcasters have matured and are more responsive to local needs and civic affairs "than many government officials in Washington."

Speaking on "Labels, Libels and Equal Time," Comr. Lee said, "I know of no completely successful effort to legislate either fairness or equality. Should not the broadcaster, like the press, be permitted to shoulder this responsibility without either legislative or administrative second-guessing or directive?"

Text of the talk was put in the *Congressional Record* Wednesday by Rep. John Phillips (R-Calif.), a head-table guest.

Reviewing provisions of Sec. 315 of the Communications Act, which requires a station to grant equal time to a legally qualified candidate if time is provided his opposition, Comr. Lee noted the predicament posed for the station with respect to libel. He recalled court decisions holding station liable for damages in spite of Sec. 315's provision which prevents stations from censoring even libelous statements.

Comr. Lee said a number of states have legislated exemption from libel for stations under such circumstances and expressed the hope other states will pass similar laws to correct the inequity.

Cites Other Problems

Magnitude of broadcasters' headaches on equal time claims even in this bi-election year were pointed out by Comr. Lee. There will be 32 U. S. Senators, 435 Congressmen, 35 governors and thousands of state legislators, mayors, councilmen and others campaigning in the fall elections, many demanding time on the air, he said. Libel suits already have been filed as the result of political "talkathons" in the primary campaigns, he observed.

"The broadcasters' difficulties are further complicated by the fact that even fringe parties which are usually relegated to brief mention on the obituary page or to oblivion by newspapers are, if they qualify for a place on the ballot, entitled to equal broadcast opportunity with the two major parties," he said. Some of the legally qualified parties whose candidates appeared on the ballots of various states during the 1952 elections, he recalled, were: Republican, Democrat, Prohibition, Progressive, Socialist Labor, Socialist, American Labor, Constitution, Christian Nationalist, Liberal, Independent, Social Worker's American, American First, American Vegetarian, Greenback, Four Freedoms and the Poor Man's Party.

"The equal time provision of the Communications Act with respect to political candidates was first written into law in the mid-1920's," Comr. Lee pointed out. "The reason was because at that time it was feared that there would always be a limited number of radio stations and it would be possible that only a one-sided presentation would be made. However, that situation has long since ceased to exist. There are hundreds more radio stations today than there are daily newspapers."

Comr. Lee observed that "Congress has not tried to legislate equality of opportunity for space in newspapers. I wonder what the reaction would be if the Post Office Dept. sought authority to examine newspapers to determine equality or fairness in connection with the second class mailing privileges newspapers enjoy? I would be the first to condemn it.

COMR. LEE

"I am a great admirer of the free press we have in this country. I feel that over the course of the years, on the whole, the press has developed a sense of responsibility and a responsiveness to the needs, interests and desires of the people. I suggest that another media of communication — broadcasting — has expanded to the point over the last 30 years in both size and stature so that it, too, has reached maturity.

"Have we reason to fear that broadcasters will be unfair or irresponsible? Have we reason to distrust persons whose legal, financial and technical, and in many instances, character qualifications are so closely scrutinized before they enter this business of broadcasting? Whatever misgivings we may have evaporate when we consider that a broadcaster's operation is subject to the critical appraisal of the American listening or viewing public. His work and participation in community life are more responsive to the needs and desires of his neighbors than many government officials in Washington. As a citizen of the community he is certainly conscious of his responsibility toward it. As a businessman in the community he is aware of the necessity of treating all interests fairly."

During the question-and-answer session following his talk, Comr. Lee was asked, "Do you still love Joe?" referring to his personal friendship with Sen. Joseph R. McCarthy (R-Wis.). He answered affirmatively, commenting, "I take friendship very seriously, but I still differ with my friends."

Comr. Lee pointed to wide newspaper holdings in the radio-tv field in response to a question whether FCC discriminates on newspaper ownership.

As to educational reservations, he said he is for keeping the reservation on a tv channel as long as "some" interest in a community is indicated. But where no interest is displayed, he would consider a request to change such a channel to commercial status.

Comr. Lee said he does not favor "at this time" the Bricker proposals to put FCC in direct control of networks (story page 31).

He did not feel that a station would be guilty of censorship if it curbed political talkathons, Comr. Lee told another questioner, indicating the ad lib nature of the program puts the station in particular jeopardy as to libel.

In the long range, Comr. Lee envisioned the survival of uhf television. "I don't see anything that could be done now to help isolated cases other than direct government subsidy," he explained. He felt that the greater government control which would occur "may be dangerous."

Specialized radio stations do fill a listening need, Comr. Lee said, citing his preference locally for WGMS Washington, a "good music" outlet.

Asked what can be done about "those terrible commercials" on radio and tv, Comr. Lee replied: "We all have a little knob on the receiver. If that doesn't work, pull out the plug."

INDUSTRY FAVORS POLITICAL RATE RULE

FCC proposal to implement 1952 changes in Sec. 315 of Communications Act (to give candidates the same rates as other advertisers) meets general approval, but there is concern over discount procedures.

IN COMMENTS filed with FCC last week, broadcasters appeared generally in favor of the Commission's proposed rules to implement the 1952 McFarland Act revision of Sec. 315 of the Communications Act so as to prevent stations from charging higher rates to political campaigners than to regular advertisers [B•T, June 28].

FCC Comr. Robert E. Lee also expounded views about Sec. 315 last week in a speech (story this page).

There was concern over rate discount procedures, however, among other details. FCC's proposed amendments to its radio and tv rules would provide that if a station gave discounted rates to one group of political candidates pooling their resources to purchase blocks of time, a single opposition candidate should be afforded the same discount.

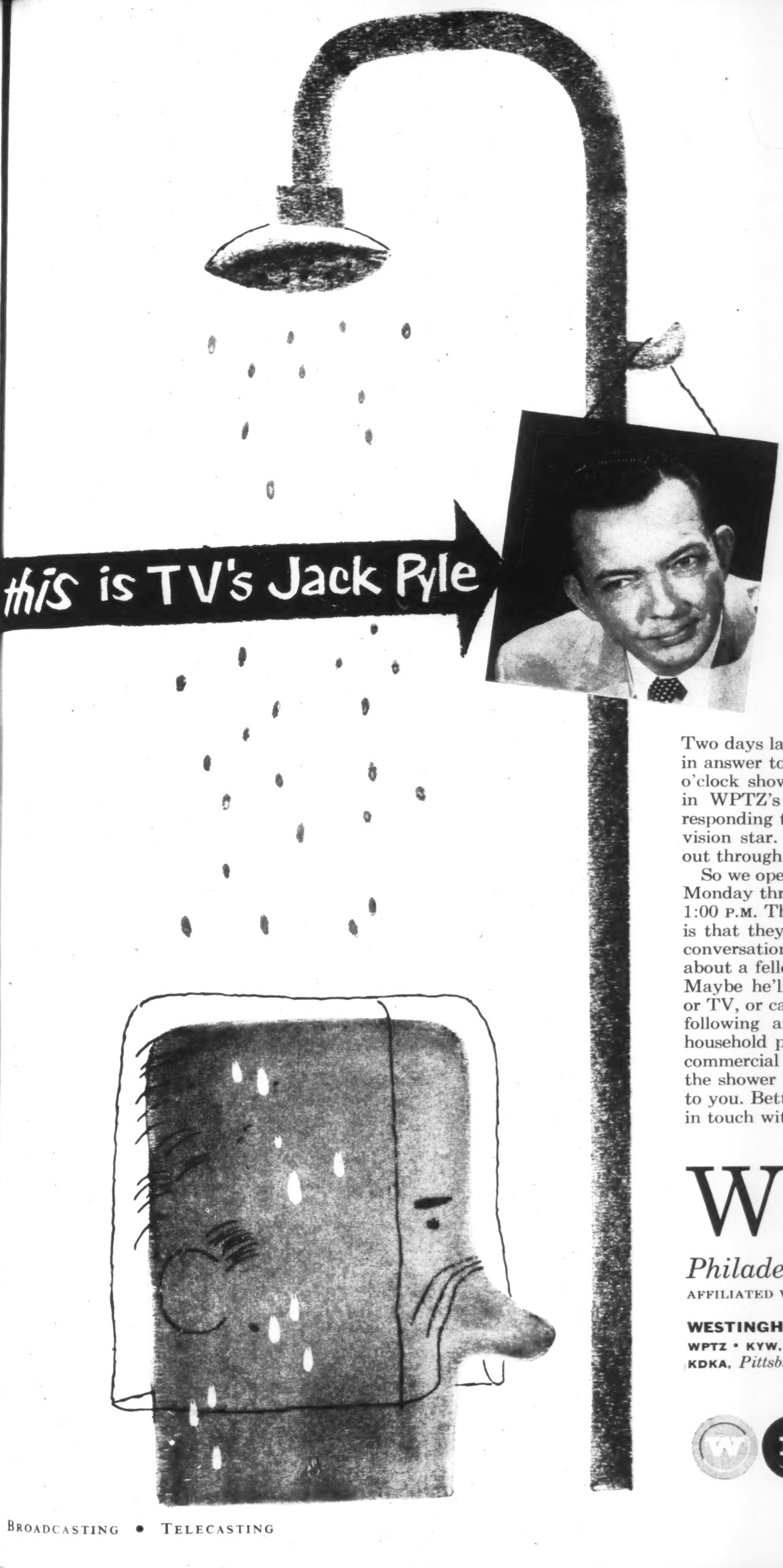
This discount interpretation was opposed by NARTB, whose brief supported the rules in general. NARTB argued the interpretation "goes unnecessarily beyond the Congressional enactment" and is "an attempt to further define 'equal opportunity' and is not related to the FCC's announced purpose of implementing the 1952 amendment to Sec. 315."

'Equal Opportunity' Problem

"In fact," stated NARTB "the 1952 amendment did not directly affect the particular situation with which this interpretative sentence is concerned. Prior to 1952, if a station sold time to a political committee or a group of candidates, it was faced with the identical problem in connection with 'equal opportunity' as it is faced today.

"Broadcasters, political parties and candidates have been living and working with the concept of 'equal opportunity' since its original enactment as a part of the Radio Act of 1927. During this time, it has been customary for political candidates to make group arrangements for broadcast facilities, in many instances, through their party committees. This practice, fairly administered by the networks and individual stations, has been effective in providing 'equal opportunity' to opposing candidates.

"The interpretative sentence propounded by the Commission threatens to disrupt this historic pattern in the purchase and sale of broadcast facilities to qualified candidates. Its application would unnecessarily compound the administrative and legal problems of the Commission, licensees, candidates and political parties. Since its inclusion is unnecessary as


this is TV's Jack Pyle

. . . the fellow who peddled plastic toaster covers for people with square heads to use as shower caps

Two days later he was swamped with 1,072 requests in answer to this single announcement on his eleven o'clock show. There aren't that many squareheads in WPTZ's audience. But people just can't help responding to Jack Pyle, Philadelphia's newest television star. No wonder his nighttime show is sold out through next year.

So we opened up two new slots for Jack Pyle daily Monday through Friday at 12 to 12:15 and 12:45 to 1:00 P.M. The only way we can describe these shows is that they hold your attention like overhearing a conversation at the next table. Maybe Pyle will talk about a fellow he knows who's a lighthouse keeper. Maybe he'll interview somebody, talk about radio or TV, or call his wife. He's built such a tremendous following among women that he's a natural for household products. And the way he handles a live commercial . . . well, you know what happened to the shower caps for square heads. It should happen to you. Better call or write WPTZ for details, or get in touch with your Free & Peters "Colonel."

WPTZ

Philadelphia CHANNEL 3

AFFILIATED WITH NBC TELEVISION NETWORK

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, *Philadelphia;* WBZ-WBZA • WBZ-TV, *Boston;* KDKA, *Pittsburgh;* WOWO, *Fort Wayne;* KEX, *Portland*

Represented by: FREE & PETERS, INC.

KICKOFF AUGUST 16

NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV

CHANNEL 11

EXCLUSIVE

NBC

FOR GREEN BAY-LAND, FOX RIVER VALLEY
and UPPER MICHIGAN

115,000 Watts To Dominate This NEW Market!

- Two-thirds of a million T-V hungry viewers are waiting for you to "Come Eleven"
- The ideal complement to your Chicago - Milwaukee coverage, WMBV offers a great new market without overlapping duplication

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

National Representatives Geo. W. Clark, Inc.
New York - Chicago - Minneapolis - Los Angeles - San Francisco

far as the 1952 amendment is concerned, and for the reasons above stated, it is submitted that it should be withdrawn."

The FCC discount provision also was questioned by the Washington law firm of Haley, Doty & Wollenberg, in behalf of some 60 radio-tv interests. The petition said the regulation "might be construed as a directive to broadcasters to make available enough time on enough occasions to bring into play a quantity discount rate structure. We urge that the rules explicitly provide that the broadcast licensee shall retain absolute discretion to determine the amount of time to be made available for political broadcasts, consistent with the licensee's responsibility to provide balanced programming."

The law firm further urged that FCC adopt the proposed rules "at an early date." It noted "the current election campaigns will undoubtedly precipitate numerous problems with respect to the rates charged for political broadcast time, and we believe that the existence of the regulations proposed by the Commission will assist materially in the fair and uniform resolution of such problems."

KFRE Fresno, Calif., in comments filed by its counsel, Pierson & Ball, held that the Commission's "oversimplification" of what constitutes national and local rates may lead to confusion and/or unreasonable burden upon broadcasters when politicians claim the preferred rate.

Rate Suggestion

KFRE urged that candidates who appear on ballots in more than one county be charged the "general" or national rate, while those on municipal or single-county tickets receive the "retail" or local rate. The latter applies to advertisers promoting goods or services at a specific local address, such as a retail store, KFRE said, while the national rate applies to general promotion of a brand or product without citing a specific local store.

Harry J. Daly, counsel for 20 stations, commented that if a candidate is to have "an unbridled right over the air he should be required either to indemnify or insure the station against any loss because of his remarks or waive his rights under the law so that the station might be permitted to check his talks for libel and slander."

Mr. Daly observed that "the station renders no other service that is comparable to talks by candidates and has nothing with which, really, to compare such services for rates" as required by the rules.

"There is nothing in the Act which says that the rate charged a political candidate should be tied to the rate charged a commercial advertiser under any circumstance," he held. He continued, "The rules should specifically state also, that the station may make charge for time used to make recordings and for use of recording machines, equipment and studio facilities, etc., although this seems to be implied."

H. V. McMillan, general manager of WJNO West Palm Beach, Fla., called for application of the one-time rate to all political shows. He wrote FCC that in view of the extra time and work usually involved in taping or recording as well as live airing of a political broadcast, "we feel very strongly it would be unfair to ask the radio station to handle a political broadcast on the same discount terms enjoyed by a consistent advertiser using the station facilities on a 13 to 52 week contract basis."

F. M. Lindsay Jr., vice president of WSOY Decatur, Ill., said the rules should be applied to broadcasts "for" a candidate as well as those "by" the candidate.

NETWORKS, NARTB SET TO CHAMPION RADIO-TV SIDE OF COVERAGE ISSUE

Jenner rules subcommittee will hear the industry representatives Wednesday. At issue: whether radio and tv should be allowed access to committee proceedings.

FOUR networks and the NARTB Wednesday will place the case for broadcast and telecast coverage of Congressional hearings before the Senate Rules subcommittee, which is seeking ways to overhaul committee procedures.

Up for testimony before the Jenner group will be Ralph Hardy, NARTB government relations vice president; Robert P. Hinckley, ABC vice president; Richard Salant, CBS Inc. vice president; James L. Caddigan, DuMont Network programming and production director, and Davidson Taylor, NBC public affairs director.

Sen. William E. Jenner (R-Ind.) heads the Senate Rules group, which since June 28 has been hearing testimony on Congressional committee procedures, particularly those of investigating groups, with an eye to improving their methods of operation.

The radio-tv industry's inning before the Jenner group comes after lengthy testimony for and against broadcasting and telecasting of open Congressional hearings. Congressmen and others have presented their views and a number of proposals on the radio-tv question have been offered in both Houses.

Chairman Jenner said last week that hearings on various phases of committee procedures will be held through Aug. 10. Most of those giving testimony, by their own initiative or upon questioning by the subcommittee, have given their views on radio-tv coverage.

Wednesday's session begins at 10:30 a.m. in the Caucus Room of the Senate Office Building.

Sen. Joseph R. McCarthy (R-Wis.), in testimony before the Jenner group last Tuesday, said he had no objection to televised hearings, but thought no witness should be forced to testify against his will before television cameras.

Sen. McCarthy, who as chairman of the Senate Investigations subcommittee has been a primary target of those who have criticized the way Congressional hearings have been conducted, said he felt those Congressmen who "ham it up" before tv cameras will be "taken care of at the next election."

Answering questions from Chairman Jenner and Boris Berkovitch, counsel for the Senate Rules subcommittee, the Wisconsin Republican replied:

"I think television has done more to bring to the American people the real picture of what goes on in a hearing than anything else," adding, "It has also kept the small percentage of newsmen who formerly wouldn't report things properly in line."

He also explained that he thought the "millions" of wives who watch television "can tell when a man is not telling the truth." Sen McCarthy, referring to the televised Army-McCarthy hearing, said he sat under television lights some 36 days and "ended up with a bad sinus."

He said he also saw no reason to remove tape recording equipment for radio broadcasts, unless the witness is "afraid of the microphone and you feel you aren't getting the facts. Then I would say take the mike away."

Roy Cohn, former chief counsel of the McCarthy Senate subcommittee, was "tied up" in New York with other matters, Sen McCarthy explained, and was unable to testify Tuesday as scheduled before the Jenner subcommittee, but will be available at a latter date.

J. G. Sourwine, counsel to the Senate Internal Security subcommittee, said in testimony before the Jenner group last Wednesday that he felt no radio, television or film coverage of committee hearings should be allowed.

Mr. Sourwine said he recognized the importance of transmitting information to the public through these media, but said such coverage would only help create a circus atmosphere. He made the statement in answer to a question from Judge Robert Morris of the New York City Municipal Court, advisor to the Jenner subcommittee.

Sen. Jenner said he will invite Sen. Karl E. Mundt (R-S. D.), chairman of the recent Army-McCarthy hearings, and Ray Jenkins, counsel to the Senate subcommittee which conducted them, to appear Aug. 10.

Besides Chairman Jenner, other members of the Senate Rules subcommittee are Sens. Frank Carlson (R-Kan.) and Carl Hayden (D-Ariz.).

FILMS AND SCRIPTS for "Princeton '54" are accepted for the Voice of America by Jack Poppele (c), director, from Daniel C. Sayre (l) of Princeton's James Forrestal Research Center and Hamilton Shea, WNBC-WNBT (TV) New York general manager. The NBC stations produced the educational series for the school. All nine half-hours are to be telecast worldwide over Voice facilities beginning in the Philippines and England.

Reed Bill Amends Stand On 'Conflict of Interest'

A HOUSE bill incorporating the "conflict of interest" requests made by Attorney General Herbert Brownell Jr. to Congress has been introduced by Rep. Chauncey W. Reed (R-Ill.). Mr. Brownell had asked stronger laws to prevent former government employes from acting as representatives for persons or firms in matters on which they previously have worked in behalf of the government [B•T, July 19].

Rep. Reed's bill (HR 10000) would amend Sec. 284 of Title 18 of the U. S. Code to eliminate the former two-year period of prohibition, making the term indefinite; would apply to any claim or action involving the government, instead of money and property claims, as formerly, and would increase the penalty for violation to a maximum of $10,000 fine and two years imprisonment, instead of $10,000 and one year, the previous penalty.

INDUSTRY PEOPLE DENY COMMUNIST TIES

People listed in California State Un-American reports appear voluntarily to deny communist associations, disclose errors and recommend methods to protect the innocent.

INDUSTRY PEOPLE, whose names were inserted in California State Un-American Activities Committee reports "through testimony by others," appeared at their own request at hearings conducted last week in Los Angeles by State Sen. Hugh M. Burns (D-Fresno).

Heard by the committee last Monday were writer Jesse L. Lasky Jr., New York theatrical producer Albert Lewis, producer Art Arthur and writers Howard Estabrook and William Kozlenko.

Mr. Lasky testified he was serving in the Pacific Theatre of Operations on Gen. MacArthur's staff at the time he was reported associating with subversive organizations and that he was not the Lasky listed as having petitioned to place the Communist Party on the ballot.

Proving the Albert Lewis listed was a scientist working on atomic energy and not him, Mr. Lewis suggested that occupations be listed after names in the committee's reports.

Mr. Arthur, listed as a member of the editorial committee of Screen Writers Guild's official publication when it was edited by Gordon Kahn, now reported identified as a communist, stated the record did not also show he was one of the leaders to remove Kahn. He also declared producer-director Albert S. Rogell, now in England, was listed without mention made of the fact he had, together with Cecil B. DeMille, led the fight against communist infiltration in the Screen Directors Guild.

Declaring they were innocently involved in groups later labeled communist fronts, Messrs. Estabrook and Kozlenko denied they had knowingly aided such organizations.

Voluntary Witnesses Appear

Voluntary witnesses last Tuesday were Mary C. McCall Jr., twice president of SWG, Louis Greenspan, executive secretary of Motion Picture Industry Council, and writer Paul Franklin.

A statement, filed by Miss McCall, denounced "faulty and incomplete information, supplied by expensively inefficient private detectives, inaccurate documents like the Tenney Reports (State Sen. Jack B. Tenney [R-L. A.], defeated in primaries), profit-making compendia like *Red Channels*, gossip, grudges and rumors leading to white lists, gray lists, black lists."

Miss McCall denied she had ever been a communist and that unsubstantiated listings of her as such had damaged her economically, causing an advertising agency to reject a tv film script of hers on grounds she was "a communist." Recommendation was made by her that, to avoid unverified blacklisting, the Department of Justice supply management in communication fields with clearances of prospective employes. These would be based on reports by "highly trained investigators working with calmness, thoroughness and impartiality," handled in ways similar to clearances for defense plants.

Mr. Estabrook, returning to the stand on Tuesday afternoon, asked the committee for help in clearing innocent people whose employment in radio-tv has been affected by their unsupported listing in the committee's past reports. Labeling agencies and producers "as sensitive as rabbits," he declared the tv industry has no central source of information in relation to communists and suspected communists.

Asking the committee to take some official action, Mr. Estabrook said "it is fearful the public will stop buying the products if they see a name which has been mentioned by this committee. All they do is look in the index of the reports."

Also testifying was Paul Franklin, president of Radio Writers Guild in 1942-43 and 1949-50, who revealed he did not notice any infiltration in RWG until the latter part of his second term.

At windup of Tuesday's session, Sen. Burns indicated the committee might "work out some liaison deal to educate the tv industry to the facts of life."

Ending the three-day hearings was testimony by Ed Gibbons, editor of *Alert*, identified as an anti-communist publication, who declared the writers voluntarily appearing before committee had presented a "completely false picture." Miss McCall's statement denying any communist interest was also challenged by Mr. Gibbons. The hearings concluded with the announcement that the committee would hold sessions in Los Angeles in November or December to resolve loose ends.

Tv Delays Protested

FLORIDA Congressmen, a Senator and two Representatives, wrote FCC Chairman Rosel Hyde last week protesting the two-year delay in tv grants for Tampa-St. Petersburg chs. 8 and 13, both the subject of initial decisions and pending final rulings by the Commission. Sen. Spessard L. Holland and Reps. Courtney W. Campbell and James A. Haley, all Democrats, asked for an explanation. Both hearings were designated in July 1952. In July last year an initial ruling in the ch. 8 case favored WFLA-TV over WTSP and Tampa Bay Area Telecasting while in early December 1953 an initial ruling in the ch. 13 case favored WDAE over Orange Tv Broadcasting Co. and Tampa Tv Co. The cities have one operating tv outlet, ch. 38 WSUN-TV.

Solution to KGUL-TV Tower Problem Nears

Trouble had erupted when Galveston outlet was stymied by Washington Airspace subcommittee, despite earlier approval of the Fort Worth regional authorities.

SOLUTION to the KGUL-TV Galveston-Washington Airspace subcommittee imbroglio was in view late last week when the Washington committee scheduled another meeting on the 1,200-ft. tower proposal for tomorrow (August 3).

Indications were that the CAA, in conjunction with the ch. 11 station and the Air Transport Assn. and the Airline Pilots Assn., was prepared to adjust its opposition to permit the CBS-affiliated Galveston station to construct its tower in the general area originally chosen.

Station came to the Washington Airspace subcommittee hearing with unanimous approval of the Fort Worth regional airspace subcommittee to put its 1,200-ft. above ground tower at a site four miles northwest of Alvin, Tex. Site was chosen under the guidance of the regional subcommittee. It is now operating from a 575-ft. antenna two miles northwest of Arcadia. KGUL-TV transmits with 235 kw.

Strenuous opposition by ATA and APA at the Washington meeting caused the Washington subcommittee to withhold approval of the regional subcommittee's favorable recommendation. Bases of objections were that the proposed tower jeopardized instrument landing approach procedures, holding altitudes, and radar vectoring. What apparently made the problem worse was that CAA had recently approved the KTLK (TV) ch. 13 1,000-ft. tower in the same vicinity. This would have placed the ILS approach line between the two towers. CAA is reported to have spent $3 million in equipping Houston airport with navigational aids, including surveillance radar with precision radar in the building stage.

Two Lead Opposition

ATA and APA opposition was led by retired Brig. Gen. Milton W. Arnold, ATA operational vice president, and Capt. John Gill, chief pilot, Eastern Airlines.

In the course of the meeting, Harold Mott, of the Washington law firm of Welch, Mott & Morgan, representing KTLK, attempted to raise questions regarding the economic and competitive situation in the Galveston-Houston area. He was ruled out of order, on the ground that the Airspace subcommittee's only jurisdiction was whether the proposed structure was a hazard to air navigation or not.

KGUL-TV began operation in March 1953. It is owned by Paul E. Taft, R. Lee Kempner, K. Kirk Johnson and James M. Stewart and associates. KTLK received its ch. 13 grant last February after a merger of three competing applicants. Stockholders include John T. Jones Jr. (*Houston Chronicle*), Roy Hofheinz, mayor of Houston, and others.

In another session last week, the Washington Airspace subcommittee approved a regional recommendation favoring the increase to 750 ft. above ground of the ch. 12 tower of WSJS-TV Winston-Salem, N. C. Transmitter is seven miles east of Winston-Salem, and is now using a 335-ft. tower.

WVOK Asks Commercial Use For Birmingham Educ. Ch. 10

REQUEST that reserved ch. 10 in Birmingham, Ala., be thrown open for commercial use was made last week by WVOK Birmingham.

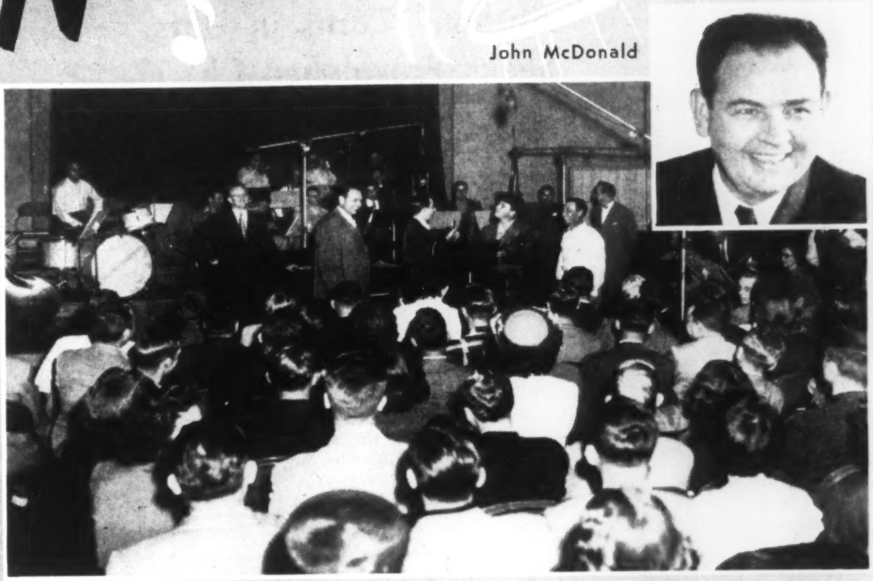
WVOK pointed out that the Alabama Educational Television Commission had asked that educational ch. 7 be moved from University, Ala., to Munford, Ala., and that this was done last June, following which the AETC was granted that facility [B•T, June 7].

Munford's ch. 7 WEDM (TV) will put a Grade A signal over Birmingham, WVOK stated, and thus fulfill the desire of the Commission for a vhf educational signal in Birmingham. If ch. 10 is maintained as an educational channel and granted to an educational group, that would mean two vhf educational signals in Birmingham, the petition said.

Since the AETC was established to be the licensee of all of Alabama's educational tv stations, this would mean that AETC would be the grantee of both Munford's ch. 7 and Birmingham's ch. 10—thus violating the overlap rule, WVOK said.

WVOK also questioned the motives of WBRC-TV Birmingham (Storer Broadcasting Co.) in offering equipment and facilities to the educational station in Birmingham.

"Noontime Neighbors"



John McDonald

A SPECIAL ANNOUNCEMENT

For the first time in its nine-year history, WSM's famous daily farm program, "Noontime Neighbors" is now being offered for sale.

"Noontime Neighbors" (12:30-1:00 p.m. Mon.-Fri.) has been saluted repeatedly in the trade press and elsewhere as the biggest and best noontime farm show in American radio.

Now WSM has decided to take a limited number of Grade A accounts on a highly selective basis — selective because on this show the products will automatically carry the powerful endorsement of WSM's Farm Department, headed by John McDonald, around whom the show is built.

Also featured regularly on "Noontime Neighbors" are Owen Bradley and his band, Announcer Tom Hanserd, and regular Big Name guest stars from the Grand Ole Opry.

Contact Tom Harrison at WSM or any Petry Man for further details.

WSM *Nashville*

Clear Channel • 50,000 Watts

FCC UPHELD IN DAYTIME SKYWAVE CASE

Denial of WCKY request for hearing also upheld by U. S. Court of Appeals.

THE FCC acted correctly in the Harlingen, Tex., daytime skywave case, the U. S. Court of Appeals in Washington ruled last week.

It upheld the Commission in its order requiring KGBT Harlingen to operate directionally in daytime hours and its deferral of KGBT's application for a license until the daytime skywave case is concluded.

The court also upheld the Commission's denial of the request by WCKY Cincinnati for a hearing against the KGBT grant for 50 kw non-directional operation daytime.

Case involved the 1953 grant of 50 kw, non-directional daytime operation on 1530 kc to KGBT (formerly owned by Roy Hofheinz, now Houston's mayor). WCKY, the dominant station on that frequency, complained that the non-directional operation caused objectional daytime skywave interference within its normally protected contours 100 minutes before sunset and for 100 minutes after sunrise. It demanded a hearing, but the Commission denied that request. However, the Commission held oral argument on the WCKY complaint.

Pending the outcome of its daytime skywave case, the Commission ordered KGBT to operate with a directional antenna during the daytime. When KGBT objected to this, the Commission stayed the effectiveness of that order until the court decided that station's appeal.

The three-man circuit court unanimously held that the oral argument which the Commission held on the validity of WCKY objections fulfilled the requirements for a hearing on the legal question.

Since the Commission modified KGBT's operation to eliminate the causes of WCKY's complaint and the Commission is considering the Daytime Skywave case, the court said it thought it "sensible and just to let consideration of [WCKY's] problems await that decision [Daytime Skywave]."

Claims Ample Notice

The court also said that it considered that KGBT had been given ample notice of the Commission's revision of its grant. It also held that the Commission's refusal to act on KGBT's application for a license was not a denial but a deferral until completion of the Daytime Skywave case.

In a review of the daytime skywave situation, the court called attention to the fact that newly licensed stations have been restricted at night to prevent skywave interference to dominant stations, that in 1947 the Commission froze action on application for daytime stations on clear channel until it decided the daytime skywave situation. The FCC continued, however, to process applicants for full time operations, the court said, because the stations had to accept restrictions for nighttime operation and these restrictions could be put into effect earlier if found necessary to overcome daytime skywave interference. Because of WCKY's complaint against the KGBT grant, the Commission decided to defer processing of full-time operations on clear channels, the court said. By revising KGBT's construction permit to require directional daytime operation, the Commission was maintaining its policy but not causing undue harm to KGBT, the court said. The Commission also, the court said, has the right to determine what is in the public interest "within wide limits," as determined by the Supreme Court "many times."

The decision was written by Circuit Judge E. Barrett Prettyman, and concurred in by Judges Wilbur K. Miller and Charles Fahy.

Oral argument before the FCC *en banc* regarding the Commission's proposal to increase protection to Class I clear channel stations by recognizing and restricting daytime skywave was heard last month [B•T, July 19].

Under normal conditions daytime transmission follows the ground, and does not reach great distances. At nighttime, the ionosphere refracts radio signals back to the earth at great distances from the transmitter. An issue in the daytime skywave case is whether the Commission should recognize the existence of skywave propagation before sunset and after sunrise, and if so, attempt to protect clear channel stations from these effects.

Anthony Turns in Uhfs, Seeks Providence Ch. 12

TURNING in its two uhf permits, one for ch. 28 WTEV-TV New Bedford, Mass., and one for ch. 50 WBOS-TV Boston, E. Anthony & Sons last week filed application with FCC for a new tv station on ch. 12 at Providence, R. I., with transmitter location at Dighton Town.

FCC last year granted ch. 12 to WPRO Providence and issued a special temporary authority for WPRO-TV to commence operation but the effective dates on both the grant and the STA were stayed pending completion of hearing on a Sec. 309(c) economic protest filed by ch. 16 WNET (TV) there, now in operation. The hearing was held before an examiner and an initial decision issued citing facts but no conclusions, certifying the case to the full Commission for oral argument, scheduled Aug. 16, and final decision [B•T, May 3].

E. Anthony & Sons recited extensive technical difficulties with respect to its proposed uhf site at New Bedford as well as inability to acquire network programs. The applicant told the Commission it was surrendering its Boston permit as well as that at New Bedford because its proposed ch. 12 outlet would render Grade A service to both Providence and Boston as well as all of Rhode Island and most of Cape Cod and Martha's Vineyard.

E. Anthony & Sons related its efforts during the past 10 years to enter television, beginning with its first postwar bid for ch. 1, deleted by FCC, and its second bid for ch. 8 at New Bedford, reallocated under the Sixth Report and Order, leaving only uhf there. As to its uhf experience the applicant said in part:

> Inasmuch as New Bedford, Mass., is the 103d largest city in the country and is the heart of the important southern portion of Massachusetts, including many communities and Cape Cod, it always has appeared to Anthony that all basic economic and population factors are in favor of the location of a television station in that city, provided only that a worthwhile program service could be obtained or developed. It has always been Anthony's belief that those supporting factors are so strong that program sources would be available and Anthony's television activities and plans have been in line with this belief.
>
> However, numerous contacts, surveys and conferences in recent weeks have forced Anthony reluctantly to the inescapable conclusion that adequate program service would not be obtainable for a uhf station at New Bedford regardless of site, power, coverage, promotion activities or any other factors or actions that Anthony could take. Anthony offered to carry full network programs free of charge, paying a network fee of $500 per month as well as line charges of approximately $3,000 per month, for one year or more but could get no assurance of being allowed to carry the best programs, sponsored or unsponsored, if such were being carried by a competing vhf station. Nor could Anthony secure any network contract on a bonus basis except subject to ninety-day cancellation.
>
> Therefore, it now is clear that no network service of a satisfactory or continuing nature could be obtained. Further, an exhaustive study of alternative program sources, which necessarily would be primarily film, show that even if reasonable in quality and price most good film already has been exhibited, in many cases a number of times, over the vhf outlets in other cities which are received in the New Bedford area. It is obvious that it would be impossible to program the station with local live shows alone.
>
> Without adequate program sources the problem of conversion would be an insurmountable obstacle in any effort to provide a worthwhile television service in the New Bedford area. Furthermore, Anthony with a history of many years of public service in the New Bedford area, both in the radio and newspaper fields, cannot in clear conscience ask or attempt to persuade the public in that area to convert receivers at considerable expense without at the same time being in a position, or even hoping to be able to be in a position, to provide a type of program service that would justify such an expenditure on the part of the public.

Independent, WCAN-TV Upheld in Ch. 6 Bid

THE status of Independent Television Inc., as an applicant for Whitefish Bay, Wis., ch. 6 (Milwaukee area) and the right of ch. 2 WCAN-TV Milwaukee to participate in that hearing were upheld by the FCC last week in denying petitions by WMIL and WISN (Hearst Corp.) both Milwaukee and also applicants for the ch. 6 frequency [B•T, May 31].

WMIL had asked that the Independent application be dismissed because it had been notarized by a stockholder, violating Wisconsin law. It also alleged that Independent's application was not filed in good faith and that its validity should be an issue.

The Commission denied the request to dismiss Independent's application, saying that Independent could amend to correct this condition as it offered to do. As to the attack on the validity of the Independent application, the FCC said the motive and purposes attributed to Independent by WMIL were "grounded in speculation" and that the allegations offered no "substantial warranty for special inquiry."

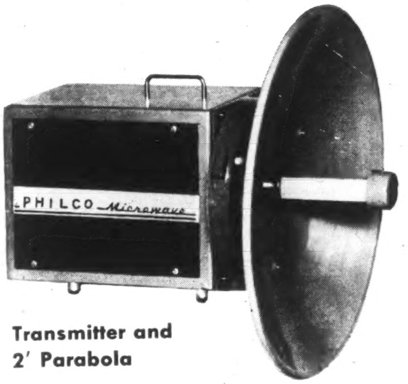
The Hearst petition to eliminate WCAN-TV from the hearing was denied on the ground that the uhf station was a proper party in interest and was entitled to participate in the hearing. FCC Comr. Doerfer dissented from this ruling. He originally had voted against permitting WCAN-TV to participate in this hearing.

Ch. 6 was assigned to Whitefish Bay, a suburb of Milwaukee, following a lengthy controversy involving the Hearst Corp., WCAN-TV and the Commission. Originally, Hearst asked that the educational reservation on ch. 10 be deleted. When the Commission refused to do this, Hearst asked that ch. 6 be allocated to Whitefish Bay. WCAN-TV bitterly opposed this move, and when the Commission granted the allocation, it appealed the decision to the U. S. Court of Appeals in Washington. This is still pending. At the same time, it asked that it be made a party to the comparative hearing, and this was granted by the Commission. The hearing began May 28, but was adjourned to Aug. 10.

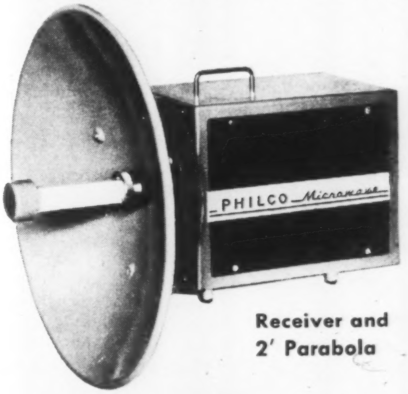
A NEW PHILCO TV RELAY WITH 4000 WATTS ERP!*

FOR REMOTE PICKUP AND S-T-L

- Monochrome and full NTSC color
- Multi-band service . . . 5925-7425 mc
- Sound channel meets FCC specifications
- Built-in frequency monitors
- Completely weather-proofed RF heads
- Protective voltage interlocks
- Relay rack and suitcase mounting



Transmitter and 2′ Parabola



Receiver and 2′ Parabola

PHILCO Microwave

Transmitter Control and Power Supply

PHILCO Microwave

Receiver Control Unit

Broadcasters! Here is the latest in TV remote pickup and S-T-L equipment . . . a Philco TV relay unit which gives you an ERP* of 4000 watts (using 4′ parabola) . . . noise-free transmission and reception . . . and *occupies no more space than present monochrome units supplying only one-tenth the power!*

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment —which provides *a full watt* of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. B T today.

PHILCO Microwave

Receiver Power Supply Unit

* EFFECTIVE RADIATED POWER

PHILCO
Famous for
QUALITY
the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Portland Ch. 12 Grant Made Final by FCC

Hyde and Bartley dissent on issuance of construction permit to Oregon Television Inc.

FINAL decision granting ch. 12 at Portland, Ore., to Oregon Television Inc., was issued by the FCC last week. Comrs. Hyde and Bartley dissented with the latter issuing a statement.

The Commission upheld the initial decision of Hearing Examiner Elizabeth C. Smith proposing to deny the competitive applications of Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co. [B•T, Nov. 23, 1953].

The final decision concluded that preference must be given to Oregon Television on grounds of local ownership, program proposals and diversification of control of media of mass communication.

Two of the principal stockholders of Columbia are Journal Publishing Co., publisher of the *Oregon Journal*, and its wholly-owned subsidiary KPOJ-AM-FM.

In his dissenting statement which preferred Columbia, Comr. Bartley took issue with the conclusion of the majority of the Commission that KPOJ and the Journal Co. will have only a "relatively small voice in the affairs of the applicant corporation." Comr. Bartley said the majority was in error in "scuttling" its finding of fact. He said: "Unlike the majority, I would give *controlling* weight to the 'outstanding record of performance' of Columbia's largest stockholders in 'meeting and giving expression to the needs of the Portland community . . .' in their broadcast and newspaper operations, '. . . not only as indicative of their awareness of the needs of the community, but also as to the reliance which may be placed upon them in relation to carrying out their program commitments'."

Imes Wins Ch. 4 Grant After Returning Ch. 28

PERMIT for a new tv station on ch. 4 at Columbus, Miss., was granted by FCC last week to Birney Imes Jr., operator of WCBI there, who earlier turned back his authorization for ch. 28 WCBI-TV. Comr. Frieda B. Hennock dissented. Grant calls for effective radiated power of 10.7 kw visual and 5.37 kw aural with antenna height above average terrain 390 ft.

In her dissent, Miss Hennock stated:

> The application discloses that applicant is the sole owner of a radio station (WCBI) and a daily newspaper *(Commercial Dispatch)* at Columbus, Miss., where the tv station applied for will be located. The *Commercial Dispatch* is the only daily newspaper published in Columbus. The applicant also owns a radio station at Tupelo [WELO] and one at Grenada [WNAG], 55 and 83 air miles, respectively, from Columbus, Miss.
>
> These facts confront the Commission with the basic and serious question as to whether the substantial increase of applicant's control of mass media in the area by the licensing to him of the only vhf tv channel at Columbus, ch. 4, would not constitute undue concentration of mass media in derogation of the public interest in access to views and information from diverse sources.
>
> The attenuation of healthy competition among local mass media has become painfully visible in many communities in other parts of the country where the local economy is even better able to support competing media than here. This underscores the responsibility of the Commission for ascertaining fully the real extent to which applicant dominates mass media in the Columbus area. Just the bare facts contained in the application as to mass media owned by applicant indicate clearly a concentration of control which, however, canot be fully and realistically assessed without eliciting the full facts in a hearing. I therefore consider that the Commission acted improperly in granting the construction permit without hearing.

Intervention Granted

BECAUSE of allegations of economic injury, ch. 16 WENS (TV) Pittsburgh was granted the right to intervene in the Irwin, Pa. (Pittsburgh), ch. 4 television hearing by FCC memorandum opinion and order last week. Citing precedent of the Whitefish Bay ch. 6 hearing, in which ch. 25 WCAN-TV Milwaukee was allowed to participate [B•T, May 3, et seq.], FCC approved the WENS petition. WENS will oppose the ch. 4 bids of Allegheny Broadcasting Corp. (KQV Pittsburgh), McKeesport; WCAE Inc. (WCAE Pittsburgh), Wilkinsburg; Matta Enterprises (WLOA), Braddock; Wespen Tv Inc., and Irwin Community Tv Co., both Irwin.

KOLN-TV, WTSK-TV Transfers Approved

FCC last week approved the transfer of two tv stations: KOLN-TV Lincoln, Neb., and WTSK-TV Knoxville, Tenn.

The ch. 12 KOLN-TV facilities were transfered from John E. Fetzer interests to Byron J. Dunn, trustee, with eventual operation by the U. of Nebraska.

Mr. Fetzer received FCC approval for the $300,000 purchase of ch. 10 KFOR-TV Lincoln on condition that he dispose of his ch. 12 station [B•T, March 29, Feb. 22]. Mr. Fetzer plans to use the call letters KOLN-TV on the ch. 10 facility.

In letters answering the FCC's pre-hearing McFarland letter Mr. Fetzer told the Commission the sale of the ch. 12 KOLN-TV does not involve violation of FCC's duopoly rule. The purpose of first transferring the ch. 12 facility to a trustee, he explained, was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time [B•T, July 26, May 17].

At Knoxville, ch. 26 WTSK-TV was sold to South Central Broadcasting Co., licensee of WIKY-AM-FM Evansville, Ind. Consideration is the assumption of obligations in amount not to exceed $216,000 [B•T, June 21]. South Central is headed by John A Engelbrecht and Vice President George F. Stoltz.

Bill Makes Newspaper Losses Deductible from Tv Profits

A CORPORATION which owns a profitable television station but a newspaper which is in the red, may apply the newspaper's losses against the tv outlet's gains for taxation purposes under the tax revision bill passed by both Houses last week.

This was indicated in an exchange between Reps. Hale Boggs (D-La.) and Daniel A. Reed (R-N. Y.) on the bill (HR 8300).

Rep. Boggs said he had in mind a case where a corporation owning a newspaper intends to start a television station or a motion picture producing company. He asked Rep. Reed whether he thought the newspaper's losses could be applied against the expected profits in the new operation, under a provision in the bill allowing related businesses in the same owning corporation to carry forward tax losses from its losing operation to its profitable one.

Rep. Reed said he saw nothing to prevent it, provided all are owned by the same corporate entity.

FCC TO GIVE LAMB LIST OF CHARGES

ALTHOUGH refusing indefinite postponement of the license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., FCC last week voted to supply Mr. Lamb with additional details on its charges that the broadcaster-publisher falsely represented that he never had communist associations.

A resume of "basic allegations," not to include details on prospective FCC witnesses and sources of information, is to be supplied to Mr. Lamb by the chief of the FCC Broadcast Bureau by Aug. 15, the Commission ruled Thursday. This will give Mr. Lamb 30 days to prepare his case, based on the new material, FCC said.

A fortnight ago FCC Examiner Herbert Sharfman postponed the WICU hearing until Sept. 15 [B•T, Sept. 26]. The postponement was sought by Mr. Lamb's counsel, J. Howard McGrath, ex-U. S. Attorney General, to allow the Commission to act on the petition for deferment and bill of particulars.

FCC was urged to supply the bill of particulars in a letter signed by Chairman John W. Bricker of the Senate Interstate & Foreign Commerce Committee. Mr. Lamb had appeared before the committee to protest the confirmation of Comr. John C. Doerfer to a new term on FCC on the charge Mr. Doerfer was the 'key" to Mr. Lamb's problems. Comr. Doerfer denied the allegations and was unanimously confirmed [B•T, July 5, June 28].

In its order last week, FCC said in part:

> It is our view that furnishing the petitioner more detailed information would facilitate the disposition of the proceeding. Accordingly, the Chief of the Commission's Broadcast Bureau is directed to furnish petitioner by August 15, 1954, a resume of basic allegations. Included in such a resume would be a specification of the alleged false statements of Edward Lamb and the other basic facts which are planned to be established. We do not believe, however, that petitioner is entitled to information as to witnesses, sources, etc. The object of pleadings in the nature of a bill of particulars is to provide more definite information to enable a party to understand the nature of the charges against him. This should prevent surprise and permit the proper preparation of a party's defense. The purpose of such pleadings is not to furnish the opposing party with the names of witnesses and other evidentiary information by which the moving party expects to establish the facts on which he relies.

Meanwhile, a second trio of damage suits totaling $1.5 million has been filed in Nashville against Rep. Pat Sutton (D-Tenn.) and several local stations. They were filed by J. Lacey Reynolds, Washington correspondent for Mr. Lamb's *Erie Dispatch*, and charge slander by Rep. Sutton in his political talkathon over WSIX-AM-TV, WSM-AM-TV and WLAC. Earlier, defamation of character suits totaling $1.5 million were filed by Mr. Lamb against Rep. Sutton and the stations [B•T, July 19].

Chesterfield Claims Upheld in FTC Ruling

CHESTERFIELD cigarettes may continue to be described in advertisements as "milder," "cooler smoking," as leaving no "unpleasant after-taste" and as "soothing and relaxing," if a Federal Trade Commission hearing examiner's initial decision holds up.

FTC Hearing Examiner William L. Pack said there is no "substantial public interest" in an attempt to settle these claims by litigation, and ordered partial dismissal of charges against Liggett & Myers Tobacco Co. Hearing will continue, however, on a charge that the firm has falsely advertised that Chesterfields have no adverse effect on the nose, throat and accessory organs.

Federal Restriction Bill Faces Revision in Senate

THE House-passed bill to get the government out of certain activities competing with private enterprise may be due for a re-working in Sen. Joseph McCarthy's Senate Government Operations Committee.

Radio and television came up in hearings on the subject in the first part of July by the House Government Operations Committee. An Army Signal Corps radio system in Alaska was among government operations mentioned, as were military taping and filming studios.

The bill (HR 9835), introduced by Rep. Clare E. Hoffman (R-Mich.), now is in the Senate committee, where elimination of certain language, said to be not intended by the House group, is being considered.

Under the bill, the Secretary of Commerce would receive complaints about government commercial activities and make suggestions, where appropriate, for turning these activities over to private enterprise.

As now worded, the bill would authorize the President to examine and terminate any business-type operation in government if this would not impair essential Federal activities, with the following exceptions: (1) those in operation by specific Congressional authorization and (2) those in operation on the effective date of the bill. Spokesmen for both the House and Senate committees say the latter exception should apply only to those in operation by Congressional intent.

Initial Decision Grants Uhf Channel to Notre Dame

INITIAL decision proposing to grant uhf ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., owned by Notre Dame U., was issued last week by FCC Hearing Examiner Basil P. Cooper.

The initial decision became matter of routine after the introduction into the record a fortnight ago of an agreement whereby the university buys its competitor, WHOT South Bend, for $140,000, subject to FCC approval [B•T, July 26]. The sale is on condition that the Commission grant the ch. 46 facility to the university.

WHOT is sold by the Universal Broadcasting Co., operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.

Uhf WCOC-TV Suspends

WCOC-TV Meridian, Miss., ch. 30 outlet, advised FCC last week it is suspending operation pending reorganization of its programming facilities which it hopes to complete not later than Sept. 15. WCOC-TV has no network affiliation. It claims 32,500 set circulation. Meridian also is served by ch. 11 WTOK-TV, claiming 44,300 sets and affiliated with all four national networks. WCOC-TV is the 29th post-freeze station to suspend operation.

Channel Changes Proposed

ON PETITION by WKOK Sunbury, Pa., FCC last week issued a notice of proposed rule making to substitute ch. 38 for 65 at Sunbury, substitute ch. 74 for 38 at Lewiston, Pa., and add ch. 65 at Shamokin, Pa., the latter without a channel. WKOK indicated it would file for the lower uhf facility. Comments are due Aug. 30.

TVS TOTAL 390 WITH 4 NEW VHFS

FOUR new tv stations, all vhf, were scheduled to begin commercial operations yesterday (Sunday). This would increase to 390 the total number of operating stations.

The stations, bringing first local tv to three cities, are:

WPBN-TV Traverse City, Mich. (ch. 7), NBC; represented by Hal Holman Co.
KXJB-TV Valley City, N. D. (ch. 4), CBS; represented by Weed Tv.
WCHS-TV Charleston, W. Va. (ch. 8), CBS, DuMont; represented by The Branham Co.
WKBT (TV) La Crosse, Wis. (ch. 8), CBS, NBC, DuMont; represented by Paul H. Raymer Co.

This gives Traverse City, Valley City and La Crosse their first home video outlets and Charleston its second.

WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5), expects to begin commercial operations Friday affiliated with CBS and represented by The Katz Agency.

Reports from other stations:

WLOS-TV Asheville, N. C. (ch. 13), scheduled to go on the air Aug. 28 with effective radiated power of 169.84 kw, will be affiliated with the DuMont Tv Network.

WJNO-TV West Palm Beach, Fla. (ch. 5), second local station but first vhf there, plans to debut Aug. 22.

WBTW (TV) Florence, S. C. (ch. 8), affiliated with CBS, has reported that construction of both tower and studio facilities is proceeding on schedule. Start is set for Sept. 26.

Two U. S. tv stations are expected to put signals into Canada when they begin regular operations. WMVT (TV) Montpelier, Vt. (ch. 3), scheduled to begin commercial programming Sept. 15, is located 77 miles from Montreal. It will be affiliated with CBS. WIRI (TV) Bloomingdale (Lake Placid), N. Y. (ch. 5), expects to go on the air Oct. 1, and is located about 65 miles from Montreal. A. A. McDermott, Toronto, is Canadian representative.

KETC (TV) St. Louis, Mo. (ch. 9), educational, has reported that construction of its 600-foot tower started last week. It is expected to be completed in mid-August. Target date for start of operations will be announced after equipment tests.

WTVS (TV) Detroit (ch. 56), educational, plans to begin programming "before the end of the year." A goal of $1,250,000 has been set, with $400,000 having been collected thus far. Studios will be located at the U. of Detroit and Wayne U.

Safety Sign Pays

WCKY Cincinnati has been showing the local police how to do it when it comes to a traffic safety campaign. The plan, which is designed to make people "stop sign" conscious, awards a five dollar bill to the first telephone call received on the *Paul Miller Safety Show* that correctly identifies the location of the "Stop: It Pays" sign, which is spotted daily at a different site. Winners have been collecting daily for the past year except for two days when it was discovered the sign had been stolen. The police, whose traffic safety division is cooperating in the drive, are convinced that Cincinnati motorists are observing signs more carefully.

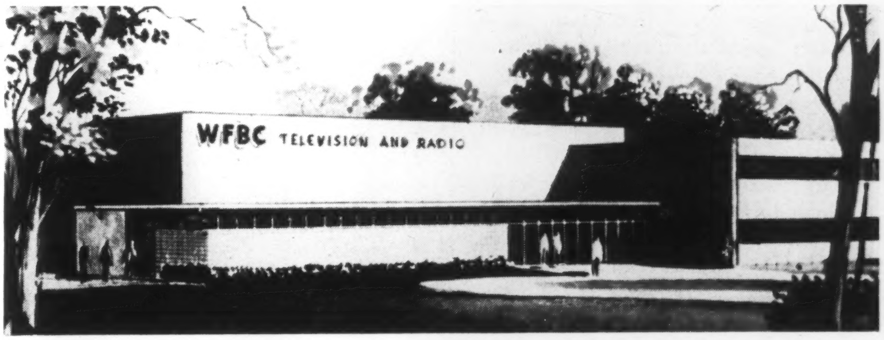
Kelly to Take New Post For Westinghouse in N. Y.

MR. KELLY

APPOINTMENT of John J. (Chick) Kelly to the newly-created post of assistant advertising and sales promotion manager of Westinghouse Broadcasting Co. was announced last week by Chris J. Witting, WBC president. Mr. Kelly has been promotion and publicity manager of WBC's WPTZ (TV) Philadelphia since 1950.

Mr. Kelly will assume his new duties in the company's New York office on or about Sept. 1. He will report to David E. Partridge, advertising and sales promotion manager of the company. Mr. Kelly began with Westinghouse's KYW Philadelphia in 1938, remaining there until 1946 when he joined Carl Byoir & Assoc., New York public relations firm. He joined WPTZ in 1950.

Westinghouse currently operates WPTZ and WBZ-TV Boston, and recently acquired KPIX (TV) San Francisco. In radio, WBC operates KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, WOWO Fort Wayne and KEX Portland and KYW.



PLANS for construction of this new WFBC-AM-TV Greenville, S. C., studio and office building, to begin this month, were announced last week by R. A. Jolley, president of WMRC Inc., stations' licensee. The new building will comprise approximately 25,000 square feet of space. It will be functionally designed with the three major divisions of the stations—administration, operations and production—each occupying a separate quarter with its own entrance and corridors. The two tv studios will be on the first floor, with one measuring 40 by 60 feet and the other 20 by 27.

Mortenson Leaves Don Lee To Manage KFMB San Diego

ART MORTENSON, national advertising manager for Don Lee Broadcasting System in Hollywood, resigned effective yesterday (Sunday) to join KFMB San Diego as manager, it has been announced by George Whitney, general manager of KFMB-AM-TV. Hobby Myers, who has resigned as KFMB manager, will reveal his future plans after an extended vacation, it was said.

MR. MORTENSON

Mr. Mortenson's broadcasting career includes service with KLO Ogden, Utah, as announcer and radio sales manager; KOVO Provo, Utah, as program director; KALL Salt Lake City as account executive; CBS Hollywood as merchandising manager, and with Earle C. Anthony Inc., which then owned KFI-TV (now KABC-TV) Hollywood.

F & P Names Exline

FREE & PETERS Inc. has announced appointment of William A. Exline, account executive with KRON-TV San Francisco, as tv sales manager of the firm's San Francisco office. He succeeds Richard C. Rothlin, who transferred to the firm's Chicago office.

Some things should be small

Take the price of talking to a prospect to move goods *now.* Smart advertisers using broadcast media today spend the least-per-message-delivered by buying *spot radio, on key stations.* Compared with any other advertising, the cost is small indeed. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

Defends Child Shows

SUGGESTION has been made to station clients by Joseph J. Weed, president of Weed Television Corp., station representatives, that "loose and general attacks on children's programs" be counteracted by stations on the local level. He advocated that plans be laid in the summer months for a fall schedule of local talks by an outstanding program personality of each station to parent-teacher, scout and church groups in which the standards of program acceptability by the station be outlined. Mr. Weed contended that criticisms generally have been made "without documentary specifics," and that children shows have been "tacked on indiscriminately to campaigns against children's comic books and movies."

CBS Radio Spot Sales Stresses Women Audiences

IMPORTANCE of women's radio audiences to advertisers is underlined in a new presentation being released today (Monday) by CBS Radio Spot Sales through its various offices throughout the country.

Titled "Radio's Ladies-in-Waiting," the presentation stresses that only through radio advertising is it possible "to get an advertising message across to so many women so frequently and effectively and yet for so little cost." As an example, it points out that in New York, women's radio programs reach more than one out of every three housewives in a single day. The presentation outlines several examples of successful women's shows in markets represented by CBS Radio Spot Sales and gives reasons why these programs have been successful.

The presentation contains market data and other research material on stations represented by CBS Radio Spot Sales, which include WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, KMOX St. Louis, KIRO Seattle, WBT Charlotte, KSL Salt Lake City, WCAU Philadelphia, WTOP Washington, WCCO Minneapolis-St. Paul, and WRVA Richmond.

Wayne Kearl Resigns, KGMB-AM-TV Reorganizes

KGMB-AM-TV Honolulu has been reorganized on the executive level following the resignation of Wayne Kearl, manager of KGMB-TV, C. Richard Evans, vice president of Hawaiian Broadcasting System, has announced.

Mr. Kearl, who plans to return to the mainland for reasons of family health, will remain as a consultant for an interim period to help with reorganization and other problems, Mr. Evans said.

Under new plans all department heads for radio and tv will report directly to Mr. Evans in a move to give additional service to radio listeners and advertisers by emphasizing music and news.

Melvin B. Wright, former KGMB manager, becomes national spot account executive, reporting to Ralph Davison Jr., tv sales manager. John D. Allison, local radio sales manager, becomes radio sales manager. John T. Quinlan, tv promotion manager, becomes radio-tv promotion manager.

WRC-WNBW (TV) Note Rise In Local, Spot Business

NBC-owned WRC and WNBW (TV) Washington have increased business in both local and national spot advertising for the first six months of 1954 over the same period last year, it was reported last week.

WRC's income from local and national spot for the first half of 1954 was 13.6% over the same period in 1953, with June business 15.4% higher than the corresponding month last year —and higher than any June since 1947.

WNBW's non-network business rose 31.2% for the first six months of 1954 compared with the same period in 1953. For June, WNBW sales were 34.7% higher than the same month last year.

The largest increase for both stations has been in national spot business, Joseph Goodfellow, sales director for the two stations, said. He reported that more than 40 advertisers used the stations for the first time.

Washington now rates as the 10th U. S. market and is second in family income, Mr. Goodfellow pointed out. Annual retail sales run at more than $2 billion—11th highest in the nation, he said.

Byron Taggart Named WTVN General Manager

BYRON TAGGART, in charge of promotion and publicity at WKRC Cincinnati, has been appointed general manager of WTVN Columbus, it was announced last week by Hulbert Taft Jr., president, Radio Cincinnati Inc. and Radio Columbus Inc. WTVN was WHKC until its recent purchase by Radio Columbus, subsidiary of Radio Cincinnati, licensee of WTVN-TV Columbus.

MR. TAGGART

Mr. Taggart has been in radio 18 years, joining WFBM Indianapolis in 1936. He later traveled with Lum 'n' Abner's "Pine Ridge Follies" as impersonator and m.c. In 1940 he joined WINN Louisville and in 1942 affiliated with WIBC Indianapolis as play-by-play sportscaster. Mr. Taggart then joined the WKRC staff in 1943, serving there for 11 years.

Sales High on WNBT (TV)

VOLUME of business at WNBT (TV) New York for the first six months of 1954 has reached an all-time high, with a 16% increase in sales over the same period of 1953, it was announced last week by Jay Heitlin, sales manager.

Mr. Heitlin commented that advertisers apparently are realizing "the importance of summer impact," pointing out that fewer clients have taken summer hiatuses and fall starts are beginning early. Among the active advertisers on the station since the beginning of 1954, Mr. Heitlin said, have been Ballantine beer, Benrus watches, Brown & Williamson tobacco, Procter & Gamble, the Chevrolet Dealers of New York and the New York District Ford Dealers.

KNBH (TV) Breaks Ground For Transmitter Tower

KNBH (TV) Hollywood has broken ground for a new transmitter tower on Mt. Wilson. The structure will be 508 feet above ground, 6,170 feet above sea level.

The self-supporting tower's base consists of four footings, each containing 500 cubic feet of concrete and weighing approximately 50,000 pounds. Each footing, which must withstand a pull of 1,800,000 pounds, has eight radiating 25-foot holes, nine inches in diameter, attached to the concrete and extending down into solid granite. Each hole has a two and one-half inch steel rod which, with a special expanding cement, will seal itself to the base, according to General Manager Thomas C. McCray.

A platform will be erected at a 200-foot level, upon which will be mounted a six-foot parabolic reflector for receiving telecasts from the KNBH remote unit. The reflector will be directed by remote control, both as to direction and elevation, from the control room to the transmitter.

The antenna portion, specially built at the RCA plant in Camden, is over 58 feet high and is an RCA three-element superturnstyle type.

WSAZ-TV Opens Operations From Charleston Studios

WSAZ-TV Huntington, W. Va., last week began remote operations from a new tv studio in Charleston, W. Va., the state capital, 40 miles from its home city. The pickup from Charleston is made on the station's own three-stage microwave relay system which cost $100,000 to build.

L. H. Rogers, vice president and general manager, said the new studio and relay system would permit the station not only to produce programs but also local commercials. The station will operate a Charleston sales office as well as the studio origination point. Both sales office and studio are in the building occupied by WGKV Charleston.

Power Boost by KEDD (TV) Adds to Coverage Area

INCREASED coverage area is reported by KEDD (TV) Wichita, which has boosted power to 245 kw visual and 132 kw aural, sending a signal to viewers in some 22 Kansas and Oklahoma counties within an 80-mile radius of Wichita. KEDD is on ch. 16.

Reportedly KEDD, which programs NBC-TV and ABC-TV, now has a signal scope extending as far south as Medford, Okla., north to Salina, Kan., east to Eureka, Kan., and west to Pratt, Kan. Power day for the station was July 11. The wattage increase is supplied by KEDD's new GE 12 kw transmitter. Stanley H. Durwood is president; John North vice president-general manager.

KFMB Switches, Ups Power

KFMB San Diego, following FCC approval, switched to new facilities of 5 kw fulltime on 540 kc, directional, on July 22. The station formerly was on 550 kc with 1 kw. Licensee is Wrather-Alvarez Broadcasting Co.

Wells, Parker Buy WTAN

SALE of WTAN Clearwater, Fla., from Brannon Casler Jr., Otis Pruitt and associates to William G. Wells and H. D. Parker for $106,000 was announced last week. Application for FCC approval is due to be filed soon.

Mr. Wells, who will be president and 75% owner of WTAN Inc., owns WMOA Marietta, Ohio, and has a one-third interest in WWCO Waterbury, Conn. Mr. Parker, who is the present general manager of the 1340 kc, 250 w, full-time independent, will be vice president and 25% owner.

Sale was arranged through Allen Kander, station broker.

WKMI Celebrates Power Boost

WKMI Kalamazoo, Mich., was host at a civic celebration honoring boost in the station's daytime power to 5 kw on July 13. Some 5,000 balloons were released over the city, with 1,000 containing merchandise certificates from WKMI sponsors. WKMI now operates on 1360 kc with 5 kw day, 1 kw night, directional day and night.

KPRC-TV Color Signal Received in New Jersey

REPORT of reception of its color bar pattern more than 1,300 miles away was reported last week by KPRC-TV Houston.

The signal was picked up for about 19 minutes shortly after noon by RCA color expert R. K. Lockhart at his home in Moorestown, N. J., July 11. In a letter to KPRC-TV Chief Engineer Paul Huhndorff, Mr. Lockhart said:

> **Contrary to my expectations, color quality was good with little or no quadrature distortion (including good phase and amplitude relationship between subcarrier and color sidebands). There was some color hold "hunting" immediately following vertical blanking on NBC bars but not on Victor bars [KPRC-TV was transmitting both NBC and RCA Victor type bars at the time]. Phase on yellow was very close to that of reception from WNBT (TV) New York on NBC bars, but yellow was greenish on Victor bars.**

KPRC-TV operates on ch. 2 with 100 kw from a tower 630 ft. above average terrain.

REVOLUTIONARY NEW MIXER

for Motion Picture Sound Recording and Broadcast Remote Transmission

SPECIFICATIONS:

INPUTS: Three low impedance microphone (50/250/600 ohm); One high impedance; Phone jack connector; One bridging; W. E. type dual jack connector.

EQUALIZATION: Separate "Speech-Music" switch for each channel.

RESPONSE: 30 to 20,000 cps ±1 db.

TALK-BACK: Built-in microphone with key switch.

MICROPHONE GAIN: 100 dbm.

POWER REQUIREMENTS: 117 volts A.C. 50-60 cycles or battery pack.

LINE OUTPUT: Balanced 50/250/600 ohms.

MONITOR: Two phone jack outputs with volume control; 4½" V.U. meter.

PANELS: Etched aluminum with light grey baked enamel background.

CASE: Grey leatherette with matching hand filler edge binding.

WEIGHT & SIZE: Closed case 7" x 13" x 16", gross weight—19 pounds.

FEATURES:

Breaks apart into "regular" or "console-style" Mixer; A.C. or D.C. operation; Full, 100 dbm gain; Built-in "talk-back" system; Individual speech equalization network for each channel; Compact lightweight and rugged construction for portable field duty; Attractively designed and packaged.

CONSOLE SETUP

IDEAL FOR PORTABLE FIELD DUTY

PORTABLE

RACK MOUNTED

Model G-924
CONVENTIONAL SETUP

MAGNASYNC
Magnaphonic SOUND SYSTEM

AMERICA'S LEADING MANUFACTURER OF MAGNETIC FILM RECORDING AND REPRODUCING DEVICES

PORTABLE FILM RECORDERS · MICROPHONE MIXERS · THEATRE SOUND EQUIPMENT · CinemaScope REPRODUCERS · 3 CHANNEL REPRODUCERS · MULTI CHANNEL INTERLOCKED DUBBERS · STUDIO DUBBERS and RECORDERS · QUALITY AMPLIFIERS for MAGNETIC RECORDING and REPRODUCTION

MAGNASYNC MANUFACTURING CO., LTD., 5521 SATSUMA AVE., NO. HOLLYWOOD, CALIF., POplar 6-1692

Cover Central
Missouri with
KFAL

Reach this central Missouri market with 186,323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.

* SRDS and Sales Management Survey

Write today for particulars!

KFAL

900 Kc 1,000 Watts

FULTON, MISSOURI

No. 1 Radio Buy

in New Haven

● ● ● ● ● ●

Merchandising

more guaranteed in-store food display than any other New Haven station.

● ● ● ● ● ●

Programs

live wire local plus NBC affiliation = proven audience.

● ● ● ● ● ●

Saturation

run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC

radio • ASK KATZ

Antenna Rent Issue Stayed

TELEVISION station operators in the New York area were granted a stay of arbitration until Sept. 14 by the Appellate Division of the New York Supreme Court July 22 in an effort by the Empire State Building to raise its rents for antenna sites on the building. The decision, which reverses an earlier verdict by the New York Supreme Court, permits a stay until station operators can argue their plea for determination of whether or not emergency rent laws of the state apply to antenna space as they would to space in the building.

WCEF Names Executives

WCEF Parkersburg, W. Va., established this year and licensed to C. E. Franklin, general manager and chief engineer, has announced its roster of executives: R. A. Sadler, commercial manager-sports director; Bill Walton, program director-production manager; Gene Snyder, sales manager; Cliff Miller, news-farm director; Neika Lee, women's director, and Mary Poling, promotion manager. WCEF operates on 1050 kc with 250 w day. Address is P.O. Box 228; telephone: 2-1844.

WABI-TV Goes to 30 Kw

WABI-TV Bangor, Me. (ch. 5), will boost power to 30 kw this Wednesday, it was announced last week by Leon P. Gorman, general manager. He said the move will "greatly increase" the station's Grade A and Grade B coverage areas in eastern Maine.

WISR Completes New Quarters

WISR Butler, Pa., has completed a new building to house its offices and news department in an expansion project which included installation of a modern remote control transmitter, according to Joel W. Rosenblum, president of Butler Broadcasting Co., licensee. The new structure adjoins the station's production control rooms, record library and studios.

LEO L. LEABO (seated), Bay Petroleum Corp. vice president in charge of sales, signs with KOA Denver, to carry the full 1954 10-game Colorado U. football schedule. John Henry (r), veteran sportscaster, will handle the play-by-play with color and commentary by Pete Smythe (l), KOA personality. Jay Tallant (center l), Bill Bonsib Agency account executive, handled the contact. Sales representative for KOA was Bob Bohrs (center r).

STATION PEOPLE

Bill Jefferay to KXLW St. Louis as general manager.

George Willard, announcing staff, WGSM Huntington, L. I., N. Y., appointed general manager.

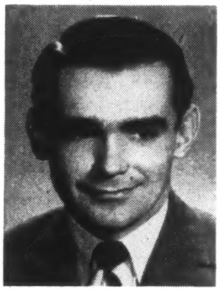
Danny Shaver, sports director, WHHH Warren, Ohio, additionally promoted to sales manager.

MR. SHAVER

Richard E. Barrett, continuity and sales promotion, WEOL Elyria, Ohio, promoted to station manager; **Douglas H. Lillico** promoted to office manager.

Lowell Jack, formerly with KWBG Boone, Iowa, to KMAN Manhattan, Kan., as general manager succeeding Warren L. Mowder, to KGGF Coffeyville, Kan., as time salesman.

William T. Selander, Crosley Broadcasting Co. Chicago, to WVKO Columbus, Ohio, a sales manager.



MR. SELANDER

John D'Auitolo, fo merly with sale dept., WCBS Ne York, to WTR (TV) Albany, N. Y as national sale manager.

Rollie R. William general manage KSOO Sioux Fall S. D., to WCC Minneapolis-St. Paul, as account executive **Jack Lucas,** WCCO national sales representative, promoted to account executive; **Baylis Corbett,** radio free-lancer, Corpus Christi, t news staff.

Len Gumley, formerly sales manager, Television Specialty Corp., N. Y., to WAAT Newark N. J., as an account executive.

Mrs. Vonne Monsell, formerly publicity director, WSAI Cincinnati, to Storer Broadcasting Co., N. Y., as assistant to advertising and promotion manager.

Leon E. Kelley, program manager, WRAK Williamsport, Pa., to WEAV Plattsburg, N. Y. as program director.

Jack Hoskins, film director, WICS (TV) Springfield, Ill., appointed tv program director, succeeding **James Harelson,** resigned.

Hank Elliott, WMEX Boston, to WORL same city as news and sports director.

Harrison W. H. Eagles, news and special events director, WKJF-TV Pittsburgh to WJNO-TV Palm Beach, Fla., as news director.

Norman C. Locke, film director, WWOR-TV Worcester, Mass., promoted to production manager, succeeding **Richard C. Huntley,** to WCAX-TV Burlington, Vt., as program director; **Harold Eckman,** assistant film director, succeeds Mr. Locke.

Louis G. Jacobs returns to WTVJ (TV) Miami Fla., as public service director upon U. S. Army release; **Jay Weand,** news-cameraman, WGAL

WRVA Richmond General Manager C. T. Lucy (c) presents service pins to (l to r) Cecil Sheets, engineering staff, and Emma Glinn, public relations, both five years; Lynn Woods, 10 years, and Don Vest, production, five years. Pins for 15 years service went to three, not shown: James Clark, sales manager; Hardy Sydnor, engineering, and Bob Almond, remote department.

Lancaster, Pa., to station in similar capacity; **Leona Softness,** to news dept. as film librarian; **Adrian Cox** to station as receptionist, succeeding **Ruth Jones,** to public relations department.

Bill Balaban, assistant program manager, WABC-TV New York, assumes new duties supervising all daytime programming.

Mike Kizziah, newscaster, CBS Radio Hollywood, transfers to KNXT (TV) Hollywood in similar capacity.

Mac Sheheen, announcer and program director, WACA Camden, S. C., to announcing staff, WIS Columbia, S. C.; **Jay Mullen,** WTMA Charleston, S. C., to staff.

Jim Vinall, KICA Clovis, N. M., to WJR Detroit as newscaster; **Bates Farrell,** WCAR Pontiac, Mich., to station as announcer-disc m.c.

Stan Shaw to WICC Bridgeport, Conn., as disc m.c.

Gordon Lochwood, announcer-pianist, to KPDN Pampa, Tex., in same capacity.

Linda Campbell, WDFM State College, Pa., rejoins continuity dept., WWSW Pittsburgh.

Merle Harmon, formerly director, Kansas U. Sports Network, to sports staff, KMBC-AM-TV Kansas City, Mo.

Robert Weber, KOOS Coos Bay, Ore., to promotion and advertising dept., KPTV (TV) Portland.

Cynthia Olson, former women's news editor, Miami Beach News Service, to KUAM Agana, Guam, as women's program activities director.

Phil Baldwin to promotion manager, CKDA Victoria, B. C.

Howard Goldberg, formerly writer, WNUR Evanston, Ill., to writing staff, WBBM-TV Chicago.

Leonard Leibfreund, graduate, Crescent Television School, N. Y., and **Maurice Dicker,** graduate, Pierce Institute, same city, to engineering staff, WHLI Hempstead, L. I., N. Y.

Tom Livezey, WKAP Allentown, Pa., to WAEB same city, conducting *Melody Ranch* program.

Mrs. Oscar Hendricks to WKBN-TV Youngs-

"SUNRISE"

Hawaii's first and only morning TV show presents

KINI POPO and "PEACHES" O'ROURKE *

greatest sales power team in Hawaii

6:15 to 9:00 A.M.
Monday–Friday
custom made series for Hawaii's early rising audience

YOUR OPPORTUNITY FOR GREATER SALES!

* Legit-tag: "Frances" O'Rourke

KGMB-TV

Free & Peters: Inc., Nat'l Representatives

CHANNEL 9
Honolulu, Hawaii
CBS Affiliate

FIRST
IN
KANSAS

First in Viewing Audience

Place your Kansas television budget with the station that from the very beginning, geared its programming to build loyal viewing habits. Buy this attentive audience on **KTVH** and derive more impact from repeated sales messages.

See Your KTVH Sales Representative Today!

CHANNEL 12
KTVH
HUTCHINSON - WICHITA
VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

Jim Deline and the Gang

After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday.

9:15 – 9:55 a.m.
(Also 1:00—2:30 p.m.)

Henry I. Christal Co., Inc.
National Representatives

WSYRACUSE
570 KC
NBC AFFILIATE

RADIO STATIO
WWIT - WHK
CANTON, N.C.
HENDERSONVI

VISITING the site of WWIT Canton, N. C., new am station scheduled to begin operation this month, are (l to r): Kermit Edney, vice president; Bruce Morford, Bill Schull (kneeling), Sam Robinson, directors; Bevo Middleton, president; D. A. Gilmore, treasurer, and Frances Roberson, secretary. Messrs. Edney, Middleton and Gilmore hold similar positions in sister station WHKP Hendersonville. The two Carolina stations, which will be connected by direct lines, will offer special tie-in advantages for advertisers.

town, Ohio, as featured performer, *Home Cooking* program.

Will Jones, released from U. S. Army, rejoins WSYR-TV Syracuse, N. Y., in former capacity of photographer; **Maurice Dady** and **Charles Tooley** to am-tv engineering staff.

Hiram Higsby, originator and producer, *Brush Creek Follies* program, KMBC Kansas City, Mo., to KANS Wichita, conducting *Hiram Higsby Show.*

George Menard to WBBM-TV Chicago handling new farm program.

Ann Gillis, radio, tv and motion picture star, to KDKA Pittsburgh, doing own recorded musical show.

Parket H. Vincent, chief engineer, WHDL-AM-FM Olean, N. Y., to WMTW (TV) Poland, Me., in same capacity.

Richard D. Johnson, tv director, WMAQ and WNBQ-TV Chicago, promoted to production manager, succeeding **Alan Beaumont,** resigned to serve as director, NBC-TV serial *A Time to Live.*

MR. VINCENT

Bill DeCorrevont, former professional and college grid star, to handle WAIT Chicago broadcasts of upcoming season's Notre Dame and Illinois football games.

Robert Fierman, formerly with NBC-TV, to WRTV (TV) Asbury Park, N. J., for short period as television program consultant before returning to West Coast in fall.

Charles Brink, announcing staff, WHAM Rochester, N. Y., resigns to enter industrial machine business.

Ben Chappel, Virginia Dept. of Agriculture's Div. of Markets staff member, who broadcasts farm market reports, WRVA Richmond, Va., father of boy, July 26.

Mrs. Hugh Potter, wife of **Hugh O. Potter,** manager, WOMI-AM-FM Owensboro, Ky., and conductor, *Joanna of Stork News* program, recovering in hospital from injuries sustained in auto accident July 1.

John Kluge, owner, WGAY Silver Spring, Md., and **Mark Evans,** host-m.c., WTOP Washington, D. C., accompanied by six of Mr. Evans' sponsors, to Belgian Congo on five-week safari.

John P. Kelly, engineer, WEEI Boston, and Lt. Comdr., U. S. Naval Reserve, named Commanding Officer, Naval Reserve Submarine Div. 1-8.

Edwin K. Wheeler, general manager, WWJ-AM-FM-TV Detroit, appointed to Detroit-Tomorrow Committee, civic group planning that city's future.

Godfrey Hudson, news director, CFQC Saskatoon, Sask., and **Claude Lapointe,** CKAC Montreal, Que., representing English and French language groups of Canadian Assn. of Radio-Television Broadcasters, accompanying Duke of Edinburgh on tour of northern Canada.

George Heinemann, program director, WMAQ and WNBQ (TV) Chicago, presented the 1954 award for distinguished service, Illinois Div. of American Cancer Society, for service as radio-tv chairman, annual fund drive.

Austin Heywood, assistant press information director, KNXT (TV) Hollywood, spoke to public relations institute of California's Hospital Assn., on "How Hospitals Can Use Radio and Tv Most Effectively," in Riverside, Calif., July 23.

Freelon Fowler, director, network film programs, ABC-TV, discussed "Tv Programming" last week in his lecture series for students of communications course, Pace College, N. Y.

Larry Finley, host-emcee, KFWB and KNXT (TV) Hollywood, and owner, packaging-production firm, that city, father of boy, Gene, July 23.

Frank Valenti, sports director, KGMB-AM-TV Honolulu, father of boy, Mario Anthony, July 21.

Dave McElhatton, KCBS San Francisco, father of boy, Terrence Michael, July 20.

Bill Holm, general manager, WLPO La Salle, Ill., father of boy, July 16.

David A. Carlisle, sales representative, WFIL-TV Philadelphia, father of boy, David A., Jr., July 13.

J. S. Sinclair, director of public relations, WJAR-TV Providence, R. I., father of girl, Jodie Carol.

NEW director of engineering at WHEN-TV Syracuse, N. Y., is Frank Spain (l), formerly the station's chief engineer, who now will handle development, design, construction and installation of new equipment. Here Mr. Spain goes over blueprints with Donald F. Langham, who has moved up from chief engineer of WHEN-AM to become director of technical operations for the tv outlet.

Harold Smith Dies; Figured In Famed Revocation Case

HAROLD E. SMITH, 62, one of the principals in the famous WOKO revocation case in the early post war years, died July 23 in Albany, N. Y., after a long illness. Mr. Smith, operated radio stations in Newburgh, Poughkeepsie and Peekskill, all New York, before taking over the operation of WOKO in Albany in the mid-30's.

The WOKO case was based on charges of misrepresentation of ownership and involved the late former Federal Radio Commissioner Sam Pickard. The Supreme Court upheld the FCC's right to revoke WOKO's license in 1947.

Present owners of WOKO, 5 kw on 1460 kc, were the successful applicants for the facility in 1947. The station is owned by the Gov. Dongan Broadcasting Corp. (Jim Healey).

STATION SHORTS

WAVE-TV Louisville, Ky., telecast first color network tv program (*The Marriage* on NBC-TV) in Kentucky and southern Indiana July 29, according to the station.

WILS-TV Lansing, Mich., announces it has first United States facsimile photo machine in Michigan.

WNAM-TV Neenah, Wis., has affiliated with ABC-TV, carrying kinescopes since July 12 and to be interconnected by AT&T within the next 45 days, the station reports.

KSL-TV Salt Lake City announces purchase of new $80,000 remote telecasting unit.

WABI-TV Bangor, Me., will increase power to 30 kw Aug. 4, according to the station.

KTLA (TV) Hollywood, with six new advertisers, has brought time sales up to 10% over spring months, station reports.

WGLV (TV) Easton, Pa., (ch. 57), received word from RCA Communications Frequency Measuring Laboratory that station's signal established a distance record for uhf signals.

WTHI-TV Terre Haute, Ind., hooked into AT&T nationwide tv facilities network to receive live program service, AT&T announces.

KDKA Pittsburgh will take over *Cordic & Company* program Sept. 6, which moves from WWSW same city.

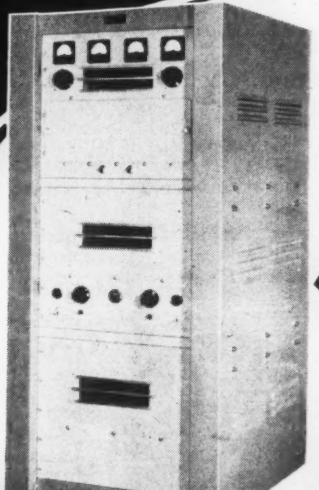
5000th
MALCO NEWS
KGFL

THE 5,000th consecutive broadcast of the *Malco News* over KGFL Roswell, N. M., is the occasion for the program participation of Malco Refineries President Robert O. Anderson (l), shown with KGFL Manager Jud Roberts. The special newscast, which originated in Mr. Anderson's office, featured news events as reported on the first broadcast of June 1, 1938.

REPRESENTATIVE APPOINTMENTS

WCBM Baltimore appoints George W. Clark Inc., N. Y.

CKGR Galt, Ont., 250 w station on 1110 kc expected to start operations this autumn, appoints H. N. Stovin & Co., Toronto.



GATES

CTA-5
250-WATT
PAGING
SERVICE
TRANSMITTER

Designed to meet all customer and F.C.C. requirements in the specially assigned paging service bands of 35.58 and 43.58 megacycles.

GATES RADIO COMPANY - Quincy, Illinois, U.S.A.
Offices in: Atlanta, Houston, Los Angeles, New York and Washington, D.C.

HELLER CITES AFTRA NEEDS AT DETROIT

Four-day union convention opened in Motor City Thursday with secretary's report.

RADIO and television artists affiliated with the American Federation of Labor heard their national executive secretary declare that lack of a welfare and pension plan leaves "an impressive gap" in their contracts with the industry.

Opening the four-day convention of the American Federation of Television and Radio Artists, George Heller of New York told some 150 delegates that the gap exists "regardless of the improvements we make in our basic floor—all of the rates and conditions and rules and regulations applying to performance."

"Our members continue to need medical and surgical treatment, hospital, life insurance, death benefits and pensions for their retirement in old age," Mr. Heller told the convention.

No specific demands were spelled out by AFTRA leaders in advance of closed sessions of the national executive board and local representatives.

But in an interview, Mr. Heller declared that 80% of the union's claimed 15,000 members make less than $2,000 a year from radio and tv work.

Most of the members, he said, supplement their incomes by working in night clubs, theatres and other odd jobs.

"There are a few fortunate members who have regular shows and earn $700 to $800 a week," he said. "But the idea that most radio and tv artists spend their time lolling around in privately-owned swimming pools couldn't be farther from the truth."

Varied Membership

The union draws the bulk of its membership from radio and tv actors, but also represents singers, announcers, dancers, sportscasters, disc jockeys and other industry workers.

Mr. Heller said the average actor receives from $200 to $250 for rehearsals and appearances on a half-hour tv show.

"And as a rule", he said, "the work is very irregular. You run the risk of getting typed or becoming too familiar to the audience. An actor who works on ten half-hour shows a year is lucky."

Reviewing the union's accomplishments, Mr. Heller told the convention: "It is interesting to note that where we have members who are willing to take the strongest action—strike if necessary—the interval between our completion of organization and recognition is relatively short, despite all problems. Whereas with less militant memberships we invariably become bogged down in Taft-Hartley complications, and the time lag runs as much as a year due to the procrastinating devices so easily available to employers nowadays."

One of the "outstanding examples" of "AFTRA ingenuity," he said, "is our cherished kinescope clause."

He said in the past year it has brought to members in the form of re-use fees the "sizable" total of $117,956 paid to 402 members.

'Unique Control'

These, he said, "are payments made because of AFTRA's unique control over kinescope re-use, and AFTRA members are indeed fortunate in having a union that does not permit their services to be used for little or nothing."

Mr. Heller reviewed various network disputes in the past year, noting one in Chicago at the local ABC-TV outlet WBKB (TV), where, he said, "musicians were appearing on tv programs performing services clearly within AFTRA's jurisdiction."

The dispute currently is before the NLRB at the network's petition, and Mr. Heller said:

"Sometimes, as with ABC, we are forced into the National Labor Relations Board. But with the change in personnel of the board and the drastic change in attitude and approach which this board is now taking, having reversed many long established policies, we must avoid using this governmental agency as much as possible."

Mr. Heller reported that the union's number of paid-up members this year totaled 10,710. compared to 8,626 a years ago.

He said the membership is now in 33 locals and nine chapters in the U. S. and Hawaii. Of 101 contracts negotiated in the last year, he said, 15 represented first contracts—13 covering television, one for a radio and tv operation, and one for radio only. All, he said, brought "substantial improvements in pay, fees or conditions."

In addition to formulating new demands on the nation's five big radio and tv networks (the union's two-year contracts expire Nov. 15), delegates were to consider a constitutional amendment providing for biennial instead of annual AFTRA conventions. Economy reasons were cited.

UP Stands Firm

UNITED PRESS reported last week it has rejected a request by the American Newspaper Guild (CIO) to employ Theodore S. Polumbaum, who was discharged from his post as tv script writer in the Boston bureau in April 1953, after refusing to tell the House Un-American Activities Committee whether he was or ever had been a Communist.

Wage-Hour Regulations Unaffected by NLRB

FEDERAL wage-hour regulations still apply to broadcast stations despite the recent rule of National Labor Relations Board dropping jurisdiction over stations grossing less than $200,000 a year. The NLRB rule applies only to provisions of the Taft-Hartley Act and collective bargaining.

Asked by B•T if the NLRB ruling would have any affect on wage-hour procedure for stations, Charles H. Tower, NARTB Employe-Employer Relations Dept. manager, said, "The NLRB rule has nothing to do with application of the Wage-Hour Law. The NLRB administers only the Taft-Hartley Act and its decisions have no bearing on the Fair Labor Standards Act, under which the wage-hour rules are issued.

"As far as broadcasters are concerned, no matter what their gross revenue may be they are covered by wage-hour rules now just as they were before the new NLRB policy was announced.

"Some broadcasters have raised a hope that the NLRB action might set a favorable precedent for a similar wage-hour ruling. This is extremely unlikely because of entirely different conceptions of jurisdiction which are found in the two acts.

"The Wage-Hour Law has two significant parts which are of practical importance to broadcasters. One is the minimum wage section; the other, the overtime pay provision.

"The minimum wage requirement set up in the act is that all employes subject to the law must get 75 cents an hour or more. The overtime rule states in effect that time-and-one-half must be paid for hours worked in excess of 40 in any given work week.

"At the present time all commercial broadcasting stations are regarded by the wage-hour administrator as subject to the Wage-Hour Law. However, not all the people employed by stations are covered. Bonafide administrative, professional, supervisory and outside sales employes are excluded from the coverage of the act in the broadcasting industry as they are in other industries. The official wage-hour rules set forth the standards for the application of these definitions."

Stagehands, Networks Negotiating in L.A.

STAGEHANDS from IATSE Local 33, Los Angeles, last week were considering counterproposals from NBC-TV, CBS-TV and ABC-TV in negotiations for a two-year contract to cover Hollywood network operations.

Union negotiators, headed by local president

DISCABINET

Let Us Solve Your 45 RPM Disc Storage Problems
with
7" (Seven Inch) DISCABINETS

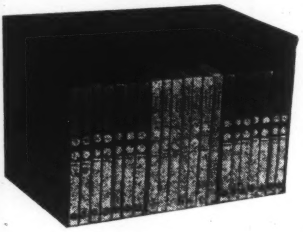
All metal Sectional Discabinets with our complete Cataloging System is the most EFFICIENT, PRACTICAL and ECONOMICAL method for Filing, Protecting Recordings and Transcriptions. Also made for 10", 12" and 16" discs. Immediate delivery on all size cabinets.

COPYRIGHT
PAT. PENDING

LET US SOLVE YOUR TAPE RECORDING REEL STORAGE PROBLEMS
with
All metal Sectional and Double Door Tape Recording Steel Cabinets for 5", 7" and 10½" Reels.

Write for Brochure and Prices

WALLACH & ASSOCIATES
1532 Hillcrest Road, Cleveland 18, Ohio



Carl G. Cooper and King Mansfield, proposed a 10% across-the-board wage increase and improved working conditions during an initial meeting last fortnight. Network representatives, Oscar Turner, assistant to director of public relations, NBC-TV Hollywood; Eugene Purver, director of public relations, CBS-TV there, and Cliff Anderson, director of public relations, ABC-TV there, made an unrevealed counter-offer which was under consideration by union membership last week.

The contract between the networks and stagehands expired yesterday (Sunday).

TWA, NETWORKS STILL AT ODDS

STRIKE by members of the independent Television Writers of America against NBC-TV, CBS-TV and ABC-TV enters its 13th day today (Monday) with no prospects for a settlement in sight and both sides maintaining a "sit-tight" policy.

Spokesman for the union and the networks told B•T last Thursday they had no plans for further negotiation, though the TWA official said he expected a "significant development" to emerge this week. The union struck against the networks on July 21, seeking a new wage scale and union shop clause in the contract for free-lance script writers [B•T, July 26].

One sidelight to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed, starting today (Monday). At the same time, the Author's League has had an appeal before the NLRB since last May, claiming it now has majority support among free-lance tv script writers.

On the West Coast, a meeting of the Hollywood AFL Tv and Film Union last week recommended against issuance of a federal charter to TWA. In effect, this kills any chance AFL national headquarters will issue such a charter.

Union representatives, assembled by AFL organizer Tom Randall, said the TWA affiliation, requested on the eve of strike, would force them to support a strike without prior consultation. They also objected to the "idealogical background" of several TWA executives, including Joan La Cour, western region executive secretary who invoked the Fifth Amendment at a House Un-American Activities hearing at Los Angeles last year, in face of a strong AFL anti-communist policy.

RCA Reinstates Writers After Arbitration Decision

THREE MEMBERS of the Radio Writers Guild have been reinstated in script writing jobs with RCA Thesaurus as a result of a decision by the American Arbitration Assn. holding RCA and NBC in violation of a 1953 union agreement in the radio field, it was announced last week by RWG.

Last February, the writers—Geraldine Merkin, Thomas Langan and Frances Rickett—were dismissed by RCA through NBC, to which they reported, and an arrangement was substituted whereby the trio could furnish scripts to RCA Thesaurus on a free-lance rather than a staff basis. RWG protested this change, claiming it was in violation of the 1953 contract covering staff writers at NBC and noting it had reduced the weekly salaries of the writers. The dispute was placed before the American Arbitration Assn. April 20 and a decision was rendered July 14.

MILESTONES

► ANN HUBERT, women's editor, WAVE Louisville, Ky., has celebrated her seventh anniversary with the station.

► WENT Gloversville, N. Y., marked its 10th anniversary last month, and commemorated the occasion with a special broadcast and a party for area youngsters born in July 1944, the station's birth-month.

► GLENN MILLER, national sales manager, WCPO-AM-TV Cincinnati, celebrated his 10th anniversary with the station July 20.

GOLD RECORD of the 5,000th *Judy & Jane* program, sponsored in various markets by Folger coffee, is presented to the advertiser's agency by United Film & Recording Studios, program packager. At the luncheon celebration in Chicago were (l to r) Linton Bagley, advertising manager of J. A. Folger & Co.; Egmont Sonderling of United; Howard A. Jones, Grant Adv., and W. C. Hutchins, United. The serial first was aired in 1932 on CBS after origination by Joseph S. Atha of Folger and Irene Wicker (The Singing Lady). Folger has been only sponsor.

WCAN-TV
offers
LOWEST COST
per
1000
Cost of WCAN-TV is only $1.33 per 1000 as against Network cost of $1.75 per thousand

WCAN-TV
CBS
CHANNEL
MILWAUKEE 25

Represented Nationally by
Alex Rosenman, 347 Madison Ave., N. Y.

Ford Reports $10 Million In Educ. Radio-Tv Grants

Most ($9 million in the last three years) went to the visual medium, the Foundation reports to a House committee.

THE Ford Foundation in the last three years has made grants totaling $9 million for the establishment of educational tv, and has put out more than $1 million for recorded educational radio programs.

This was reported last fortnight by H. Rowan Gaither Jr., Foundation president, in a statement to the House Committee Investigating Tax Exempt Foundations.

Mr. Gaither said that of the $119 million committed in the last three years (to Dec. 31, 1953), $22.4 million went to the Fund for Adult Education. This fund made the $9 million grants to bulwark educational tv—through matching funds to community groups for the establishment of city educational tv stations; to the Joint Committee on Educational Tv, to the National Citizens Committee for Educational Tv, and to the Tv & Radio Educational Center at Ann Arbor, Mich.

Through its Tv-Radio Workshop, the Foundation itself supported the production of *Omnibus*, a 90-minute tv program "designed to demonstrate that commercial television may serve as a cultural and educational medium and still attract a large audience," Mr. Gaither said.

Although figures were not given in Mr. Gaither's report, it is understood that the Fund for Adult Education has contributed more than $500,000 to JCET, more than $600,000 to NCCET and $3 million for the Ann Arbor Center [B•T, July 26].

CBS
WTRI
ALBANY SCHENECTADY TROY
delivers
90,038
UHF Sets
in the
Nation's
32nd
Retail Market
SEE YOUR
HEADLEY-REED Man

Electronics Scholarships

NEED for research and development engineers, presently limiting expansion in electronic field, was cited by West Coast Electronic Mfrs. Assn. as reason for its establishing 12 annual scholarships, valued at $7,400. Students of 11 western colleges and universities who entered electronics will be eligible, according to WCEMA fund trustees.

Deans of California Polytechnic Institute, UCLA, U. of California, Oregon State College, San Diego State College, U. of Southern California, U. of Santa Clara, San Jose State College, Stanford U. and U. of Washington will have sole responsibility for selecting students to receive the scholarships.

RETMA Service School Guide

STANDARD training course procedure for schools and other groups desiring to organize courses in tv servicing, or improving courses for advanced tv service technicians, has been published by Radio-Electronics-Television Mfrs. Assn. Titled "Instructor's Guide for Advanced Television Service Techniques," the booklet is one of three publications in the industry-approved radio and tv service program operated through school and industry groups.

Alaska U. Radio Study

NATIONAL SCIENCE FOUNDATION has reported a $20,000 grant to the U. of Alaska for "Ionospheric Research Using Both Radio Waves of Extra Terrestrial Origin and from Controlled Transmitters," under the direction of C. T. Elvey, director, Geophysical Institute. The grant is for two years, and was one of the 176 made last week by the government-underwritten foundation.

Offers Guide

EDUCATIONAL Television Committee of the National Social Welfare Assembly has prepared a guide for a two-day institute to assist local and welfare organizations in working more effectively with television stations in planning and coordinating programs. Among subjects suggested for study in the guide for the two day meeting are: operation of tv stations, audience potential and interests, procedures for setting up good agency-stations relations, uses of slides and other visual aids.

EDUCATION PEOPLE

E. Finley Carter, vice president and technical director, Sylvania Electric Products Inc., N. Y., to Stanford (Calif.) Research Institute Oct. 1 as manager of research operations, retaining Sylvania association by assisting in contracts with Dept. of Defense and consulting on major research and development contracts.

Charles F. Prickett, 54, executive vice president and general manager, Pasadena Community Playhouse Assn., Pasadena, Calif., died July 25.

EDUCATION SHORTS

Iowa U. is completing radio recording room for radio jouralism students' use at State University of Iowa Communications Center.

A SUM of $4,000 has been raised by Spanish language radio stations in Texas for the aid of Rio Grande flood victims. Raoul A. Cortez (r), president of KCOR San Antonio, presents the contributions to Edward Neill (l), executive secretary, San Antonio American Red Cross chapter, and R. W. Carner, executive vice president of the West Side State Bank there.

Farm Safety Promotion

PROMOTION of National Farm Safety Week in Kansas was aired recently by WIBW-AM-TV Topeka. Ben Ludy, station general manager and a member of the State Committee for Farm Safety, believing that others would profit from the experience of those who lived to tell about their farm accidents, had first-hand reports taped by Wilbur Levering, WIBW associate farm director, and five Kansans who had experienced mishaps. Recordings were made from the tapes and distributed without charge by WIBW to over 40 radio stations in the state, according to the station. These people pointed out how their accidents probably could have been prevented, urging caution and the use of preventive measures in an effort to save more lives.

KEX Aids Japanese Am

KEX Portland, Ore., following a request by JOKR Tokyo, has sent the Japanese station taped examples of successful U. S. radio commercials. JOKR is making a study of American methods in an attempt to develop its commercial messages. Until post-war years, Japanese radio was solely noncommercial. A government-controlled company held a monopoly. The Tokyo station has advised KEX that the material submitted has contributed greatly to its progress.

Roy Thompson,
WITH 28 years . . .
RADIO experience and . . .
TRADE know how, operates . . .
ALTOONA's most community-conscious station . . .
. . . and from community service comes community interest in your product.
Represented by Robert Meeker Associates
ABC

ABC-TV, NCAA RELEASE 13-WEEK GRID PLAN

Card runs from Sept. 18 through Dec. 4. Network plans complete sports series.

THE SCHEDULE of 1954 National Collegiate Athletic Assn. football games to be presented this fall over ABC-TV was announced jointly last week by Harvey Cassill, director of athletics at the U. of Washington and chairman of the NCAA television committee, and Robert H. O'Brien, executive vice president of ABC.

The 13-week schedule will offer 15 games of colleges throughout the country. The schedule follows:

U. of California vs. Oklahoma at Berkeley, Calif., Sept. 18; U. of Iowa vs. Michigan State College at Iowa City, Iowa, Sept. 25; Stanford U. vs. U. of Illinois at Palo Alto, Calif., Oct. 2; U. of Wisconsin vs. Rice Institute at Madison, Oct. 9; U. of Oregon vs. U. of Southern California at Portland, Oct. 16; Pittsburgh vs. Northwestern at Pittsburgh, Holy Cross College vs. Boston U. at Worcester and U. of Montana vs. Brigham Young U. at Provo, Utah, Oct. 23 (split coverage); U. of Pennsylvania vs. Penn State College at Philadelphia, Oct. 30; Baylor U. vs. U. of Texas at Waco, Nov. 6; Georgia Tech vs. U. of Alabama at Atlanta, Nov. 13; Ohio State U. vs. U. of Michigan at Columbia, Nov. 20; U. of Maryland vs. U. of Missouri, at College Park, Md., Nov. 25; Army vs. Navy at Philadelphia, Nov. 27, and Southern Methodist U. vs. U. of Notre Dame at Dallas, Dec. 4.

Mr. O'Brien reported that the series has not been sold, but said there is "strong support" for a national sponsor. He added that ABC-TV is giving consideration to regional sponsorship but expressed the view that the series will be sold as a national package.

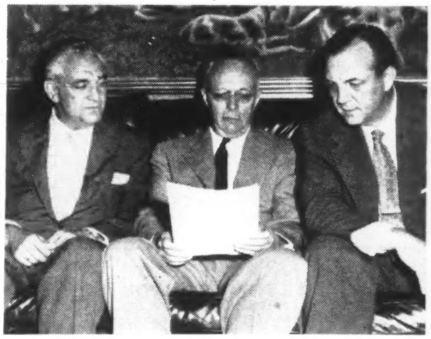
In reply to a question at the New York news conference, Mr. O'Brien said that ABC-TV had been awarded the rights to the NCAA-TV games for a price understood to be the same as paid by NBC-TV last year. He pointed out that cost to an advertiser may be "slightly higher" this year because more tv outlets are expected to be available to carry the series.

Other Sports Coverage

It was announced at the news conference that in addition to the football games, ABC-TV also will telecast a special 26-week schedule covering other outstanding collegiate sports events, starting on Dec. 11. This coverage, according to Mr. O'Brien, will include such attractions as the IC4A indoor track meet, the Drake and Penn Relays, the Skyline Rodeo, the Collegiate crew race at Lake Onondago in Syracuse, N. Y., as well as wrestling, gymnastics and college basketball games.

Asa Bushnell, NCAA tv program director, said that the bid to telecast the football games was granted to ABC-TV because it had offered, in addition to a financial proposal similar to other networks, an all-around plan for college sports development. He added:

"Football is exciting and football is big, but all collegiate sports have certain important things in common—they teach young men discipline, team play and fairness. That is why we are delighted that other fine collegiate sports, in addition to football, will be included in the special winter and spring series that ABC-TV will bring to the American living room."



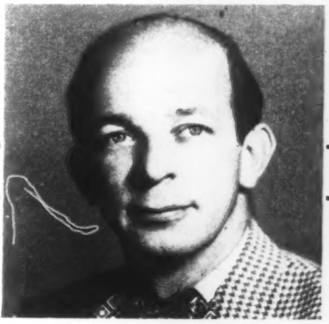
ROBERT M. WEITMAN, (l) ABC vice president in charge of programming, Asa Bushnell (c), tv program director of the NCAA, and Robert H. O'Brien, ABC executive vice president, confer at the news conference announcing the coming season's schedule of 15 NCAA football games and 26 additional weeks of college sports events over ABC-TV.

At a simultaneous news luncheon in Chicago, James Stirton, director of the tv network, ABC Central Div., described the NCAA-ABC football package as a $4 million deal. He said ABC-TV would entertain the possibility of two or four advertisers on a national scale, or sponsors who would be willing to come in on a regional basis. It would cost national advertisers perhaps $900,000 each. He stressed that ABC-TV will not offer the package on a co-op basis as previously reported because of NCAA restrictions on sponsorship.

Kenneth (Tug) Wilson, Big 10 commissioner, expressed favor with the schedule announced jointly by ABC-TV and NCAA. He acknowledged that the Western Conference still favors its own regional plan, but felt the 1954 slate offers televiewers better football than last year's and will prove acceptable.

Remote Tricks

DESCRIBED as another "television first," an artist-packager was to make a pilot film of a new panel show via DuMont Television Network's closed-circuit operation last Saturday. In order to use the special effects generator at DuMont's Tele-Centre and still preserve the authentic setting he wanted for his program, artist Clifford Saber arranged with DuMont to run three lines between the Tele-Centre and his Greenwich Village apartment. The show, *Past the Line*, was to be telecast from Mr. Saber's apartment while split-screen and wipe effects were to be relayed through the generator several miles away.



Do You Know This Man?

He is Frank S. Barc, Jr., general manager, KRUX, Phoenix, Ariz. He says—

"Coming from Sales into Management it is very easy to recommend to the Sales Department the many, many advantages of the SESAC Library and the many, many sales ideas that I have put to practical use while in Sales. Something old, something new, something blue, but nothing borrowed. That's SESAC."

The SESAC Library is lowest in cost for a complete Program Service

SESAC, INC.

475 Fifth Avenue **New York 17, N. Y.**

ABC REVAMPS HOLLYWOOD STAFF

AMOS BARON, manager of KABC Hollywood, ABC key am station, has been named general manager of KABC-TV succeeding Frank King, resigned. John Hansen, sales manager of KGO San Francisco, joins KABC in management post. Jim Beach, program director of ABC-TV Hollywood, also has resigned along with John Asher, KABC-TV sales promotion manager.

Kenneth B. Craig, former director of CBS Radio business affairs in Hollywood, was named to succeed Mr. Beach in ABC-TV program post. Mr. Asher joins CBS Radio in Hollywood as sales promotion manager.

Future plans of Mr. King and Mr. Beach were not announced as of last Friday.

All-Day Religious Clinic Scheduled Today by NBC-TV

NBC-TV will stage an all-day clinic in New York today (Monday) for 60 protestant ministers participating in a two-week religious radio and television conference, which began last Monday and continues through Friday.

The morning session of NBC-TV's clinic, devoted to technical aspects of broadcasting, will meet at RCA Institutes. The afternoon session will be held in the Johnny Victor Theatre and will be devoted to talks by NBC radio and television personnel. Speakers will include Edward Stanley, manager of public service programs; Doris Ann, supervisor of religious programs, NBC-TV; Marilyn Kaemmerle, supervisor of religious programs, NBC Radio, and Martin Hoade, director of NBC-TV's *Frontier of Faith* program.

The workshop is sponsored by the Union Theological Seminary, the National Council of the Churches of Christ in the U. S. A., the Protestant Council of the City of New York and the World Committee for Christian Broadcasting.

Bingham Has Close Call

WADE BINGHAM, Far East bureau manager for CBS-TV Newsfilm, was reported as having had a "narrow escape" from death in Indo-China a fortnight ago when a land mine on the Haiphong-Hanoi road exploded 15 yards in front of the vehicle in which he was riding, destroying two French military trucks and killing one of the French drivers.

Shawhan Named to Head NBC Hollywood Press

APPOINTMENT of Ralph (Casey) Shawhan, city editor of the *Los Angeles Mirror* for the past six years, as director of press and publicity for NBC Hollywood, effective Aug. 23, was announced last week by Sydney H. Eiges, NBC vice president for press and publicity. Leslie Raddatz continues as manager of the department. Mr. Shawhan, who started his newspaper career in Los Angeles in 1929, and spent five years with 20th Century-Fox as a publicist, will be in charge of an expanded publicity operation for network programs originating on the West Coast.

Cy Howard Plans Own Firm

WHEN his current contract with CBS-TV expires Aug. 21, Cy Howard, producer-writer-director, plans to form his own free-lance production firm in Hollywood, he revealed last fortnight. However, Mr. Howard will continue to produce a new filmed format of CBS-TV's *My Friend Irma,* to be called *My Wife Irma,* as well as *That's My Boy* for the network on a free-lance basis.

The reported reason for Mr. Howard's move was refusal of CBS-TV executives to allow outside independent assignments.

The new firm, to be activated shortly, will be called Cy Howard Productions.

NBC's 'Tonight' to Be Counterpart of 'Today' and 'Home'

NBC-TV's often-discussed *Tonight* program will be launched on Sept. 27 and will be presented Monday-through-Friday, 11:30-1 a.m. EST and 11 p.m.-12 midnight CST.

In announcing plans for the program last Thursday, Sylvester L. (Pat) Weaver Jr., NBC president, termed *Tonight* a late evening show of entertainment and service features, "the logical evening extension" of *Today* (NBC-TV, Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (NBC-TV, Mon.-Fri., 11 a.m.-12 noon, EDT and CDT). He said that these two programs, typifying the magazine concept of television, have paved the way for smaller-budgeted national advertisers to use network tv, and added that *Tonight* will make "big-league nighttime tv available to the client who might otherwise not be able to afford class A network time."

Steve Allen Selected

The new program will star Steve Allen and present other entertainers, as well as coverage of the latest news, sports and weather. Though the bulk of the show will originate from NBC-TV's Hudson Theatre, in New York, Mr. Weaver stressed there will be mobile unit-remote pick-ups from various points of the country.

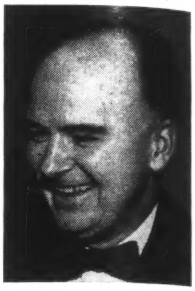
No plans were announced for presenting the program in color. It was pointed out by an NBC-TV spokesman that the Hudson Theatre is not equipped for color, but he added that it was "conceivable" that use could be made of NBC-TV's mobile color unit, as is done for *Today* and *Home.*

Same Selling Plan

Mr. Weaver announced that the program will be sold under the same sales plan as that of *Today*, with four one-minute commercials sold per half hour of the program. He noted that *Today* had 83 different sponsors in 1953.

Executive producer of *Tonight* will be Richard A. R. Pinkham, who has been executive producer of *Today* since August, 1952. Mr. Pinkham came to NBC in 1951 as manager of planning for the television network.

CLEGHORN ELECTED BY GEN. TELERADIO



MR. CLEGHORN

ELECTION of John Cleghorn, general manager of WHBQ-AM-TV Memphis, which recently was acquired by General Teleradio Inc., as a vice president and member of board of directors of parent company announced Friday by Thomas F. O'Neil, GT president. Mr. Cleghorn, associated with broadcasting industry for past 25 years, has been general manager of WHBQ since 1949 and of WHBQ-TV since 1953 when the station went on air.

Five Buy on 'Today,' 'Home'

ORDERS from five clients for a total of 115 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (Mon.-Fri., 11 a.m.-12 noon EDT) were announced last week.

Ralston-Purina Co., St. Louis, through Gardner Adv. there, 20 participations on *Today*, starting Oct. 4, and 19 on *Home*, starting Oct. 21; Armour & Co., Chicago, through John W. Shaw Adv. there, 10 participations on *Today* during the pre-Thanksgiving and pre-Christmas seasons for its poultry; Nebraska Consolidated Mills, Omaha (Duncan Hines mixes), through Gardner Adv., St. Louis, 31 participations on *Today*, to be seen in Central time zone only; The Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago, 28 participations on *Today*, starting Aug. 4, and Swift & Co., Chicago, through McCann-Erickson, five participations during the pre-Thanksgiving period.

WMTW (TV) to CBS-TV

WMTW (TV) Mt. Washington, N. H., will join CBS-TV as a primary affiliate effective Aug. 15, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The ch. 8 WMTW, with studios located in Poland, Me., is owned and operated by Mt. Washington Tv Inc., with John H. Norton Jr. as station manager.

Hutton on First 'Spectacular'

BETTY HUTTON has been signed to star in "Satins and Spurs," an original musical comedy, which will be presented as the first of NBC-TV's 90-minute, Sunday color "Spectaculars" on Sept. 12, 7:30-9 p.m., EDT. Max Liebman will produce 26 of the 39 Sunday productions, including "Satins and Spurs," and of which all but six will be in color.

Sothern in NBC-TV Color

ANN SOTHERN has been selected to star in the first of Max Liebman's Saturday night series of 90-minute color productions and will appear in the leading role in Moss Hart's "Lady in the Dark" on NBC-TV, Sept. 25, 9-10:30 p.m., EDT. The series, which will be sponsored by the Oldsmobile Division of the General Motors Corp., will consist of one such production each month on Saturday night.

MBS REFUSES TIME TO PUBLISHER GORE

Wisconsin editor, given time to answer Fulton Lewis jr. earlier in McCarthy dispute, is turned down at second request.

LEROY GORE, editor of the country weekly Sauk City-Prairie (Wis.) *Star*, was party to an equal time dispute again last week.

Mr. Gore founded the "Joe Must Go" club in Wisconsin which sought the recall of Sen. Joseph R. McCarthy. In April, Mr. Gore asked for and received time on Fulton Lewis jr.'s MBS news show to answer what the editor said was criticism made by the commentator [B•T, April 19].

A similar request by Mr. Gore last week brought a refusal from MBS. An MBS spokesman said: "After reviewing the text of Fulton Lewis jr.'s program we feel they [remarks] constitute legitimate commentary and we believe there is no justification to Mr. Gore's request for equivalent time."

The new incident involved Mr. Lewis' July 23 broadcast which questioned Mr. Gore's motives in refusing to disclose the names of citizens who signed petitions for the recall of the Wisconsin Republican.

In Sauk City, Mr. Gore was quoted as saying Mr. Lewis' broadcast was a "malicious fabrication." The editor said he would confer with the FCC in Washington and had turned over the matter to his attorneys.

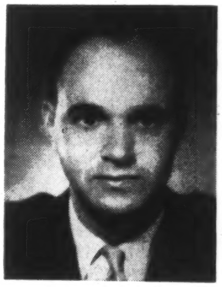
Meanwhile, Frank C. McIntyre, vice president and general manager, KLIX Twin Falls, Idaho, and MBS affiliate, reported that Mr. Gore had accepted a station offer of time to answer Mr. Lewis. Mr. McIntyre also said he wired Thomas F. O'Neill, MBS president, that he was "very disturbed" at the equivalent time refusal.

"Lewis has been attacking this man repeatedly and many of your listeners feel this does not constitute 'legitimate comment' but rather vicious and malicious attacks. Common decency aside from FCC regulations dictates the necessity of your reversing your decision," Mr. McIntyre said in his protest to Mr. O'Neill.

Mr. McIntyre said he understood that other MBS affiliates which carry the Fulton Lewis jr. commentary also would be offered the taped reply used by KLIX.

Geismar Named Assistant To Bergmann at DuMont

RICHARD L. GEISMAR, for the past year business manager of the programming and production department of the DuMont Television Network, has been appointed administrative assistant to Ted Bergmann, managing director of the network, effective Aug. 1.



MR. GEISMAR

Mr. Geismar started with DuMont in the summer of 1948 when he was attending Renssalaer Polytechnic Institute.

He later studied at the Harvard Graduate School of Business Administration. After finishing there in the summer of 1951, he joined DuMont full time as assistant to the budget director, becoming account manager in the sales department a year later.

During the political campaign of 1952, Mr. Geismar served DuMont as station and client liaison man. Since his appointment in July 1953 as assistant to James L. Caddigan, director of programming and production of the network, he has worked closely with agency executives, packagers and producers. As the department's business manager, he has handled the administrative end of the non-creative side of program operations.

Louis J. Arnold, most recently assistant to Mr. Geismer, succeeds him as the network's business manager. Mr. Arnold was television traffic supervisor of BBDO before joining DuMont.

Henry J. Opperman, a supervising producer at DuMont, has been promoted to the newly-created post of manager of program procurement. He has served the network since 1952, starting as an account executive with DuMont's WABD (TV) New York, and serving later as manager of the account managers group for the network sales department.

Clayland Morgan Dies; Publicist, NBC Executive

SERVICES were held in New York Wednesday for Clayland Tilden Morgan, 60, long-time assistant to the president of NBC and a noted publicist, who died Monday after an illness of many months.

Mr. Morgan entered public relations after World War I, when he served overseas as a second lieutenant of infantry. He joined the publicity department of the French Line, where he remained as director of promotion and advertising until 1936 when he resigned to join NBC. His success in publicizing the maiden voyage of the *Normandie* built interest to such a pitch that newspapers got out extra editions as the ship neared its mooring in New York.

Mr. Morgan stayed at NBC until 1949, when he organized his own public relations firm. He subsequently handled public relations for Air France, French national air line. In 1940 he was named a Chevalier of the Legion of Honor for his services to France.

His wife, Ellen, died last January. He is survived by his mother, Mrs. Frank Bangham.

ABC-TV 'Smilin' Ed' Dies; Show to Continue on Film

FUNERAL SERVICES for James Edwin McConnell, 62, entertainer and host of *Smilin' Ed's Gang* over ABC-TV, were held last Wednesday in Corona Del Mar, Calif. Mr. McConnell died of a heart attack while on vacation July 24.

It was reported by ABC-TV that many of his shows filmed in advance for the new fall series will permit it to continue for a "considerable period of time." The program, which will return to the air Aug. 21, will be presented on Saturday, 10:30-11 a.m. EDT. It will be sponsored by the Brown Shoe Co., St. Louis (Buster Brown shoes) through Leo Burnett Co., Chicago.

Hilton to CBS

ROBERT HILTON, since 1946 head of his own advertising agency, Robert Hilton Co., has been appointed assistant manager of sales development of CBS Radio Spot Sales, effective today (Monday). Before forming his agency, Mr. Hilton served with William Von Zehle Co., J. W. Pepper Co., BBDO and *The Brooklyn Eagle*.

NETWORK PEOPLE

Robert J. Smith, head of own public relations firm and president, chain of weekly newspapers, to DuMont Tv Network as account executive.

Richard H. Campbell, former advertising salesman for *Parents* and *Collier's* magazines, to NBC-TV Chicago sales staff as account executive, succeeding **Charles Standard,** transferred to New York network sales staff.

Paul Martin, account executive, KHJ Hollywood, to Don Lee Brodcasting System, same city, as national sales contact, succeeding **Art Mortenson,** now manager, KFMB San Diego.

Hal Cranton, formerly assistant director of national promotion, BAB, appointed senior writer, NBC-TV sales presentations.

George E. Yonan, former continuity editor, ABC central div., to MBS midwest operations staff as representative for network co-op sales, also working on sales promotion.

Bill Stewart, assistant director, news and special events, KNXT (TV) Hollywood, to CBS-TV, same city, as publicist in press information department.

Jean Paul Masse to tv coordinator administrative assistant and **Donald C. West** to tv coordinator assistant, Canadian Broadcasting Corp., Ottawa; **Peter A. Meggs** to director of press and information assistant.

Virgil Pinkley, editor and publisher, *Los Angeles Mirror,* signed by MBS to conduct news commentary (Mon.-Fri., 10:15-10:30 p.m., EDT) starting Aug. 15.

Barney Miller, night news editor, Columbia Pacific Radio Network, Hollywood, named assistant director for news broadcasts.

Karl Hoffenberg, producer, NBC-TV *Martha Raye Show,* signs to produce program next season.

Worthington Miner, executive producer, NBC-TV, will direct Broadway production, *Home Is the Hero,* and co-produce it with Theatre Guild.

Helen Traubel, opera, concert and night club singer, signed to contract by CBS-TV for exclusive rights to television appearances next season.

Mary Martin will star in first of Leland Hayward's Monday night color spectaculars on NBC-TV on Oct. 18 (8-9:30 p.m., EST), playing lead in three playlets of Noel Coward's *Tonight at 8:30;* **David Niven, Joseph Cotten** and **Cyril Ritchard** cast opposite Miss Martin in each playlet.

Albert McCleery, producer-director, NBC-TV *Hallmark Hall of Fame,* and **Elna Verdugo,** star of CBS-AM-TV *Meet Millie,* named judges for "Junior Jubilee," talent competition, sponsored by Downtown Business Men's Assn. of Los Angeles.

Lou Ann Simms, singer, Arthur Godfrey radio and tv programs, and **Loring Buzzell,** New York music publisher, married July 24.

Ralph Hodges, production coordinator, Columbia Television Pacific Network, Hollywood, *Panorama Pacific* program, and **Mary Ann Edwards,** tv and theatrical film actress, married July 20.

Arch Robb, NBC-TV director of color administration, bruised and his car demolished July 24 in an auto accident near Pickens, S. C. Mrs. Robb suffered two fractured ribs.

PATENT FOR 'G-LINE' ISSUED GOUBAU

Operators of uhf outlets among those who may find advantages in surface wave transmission line invention.

BROADCASTERS and viewers will both benefit from the superior transmission qualities claimed for a surface wave transmission line for which a patent was issued Tuesday to Georg J. E. Goubau, of the Coles Signal Lab, U. S. Signal Corps, at Fort Monmouth, N. J., and assigned to Surface Conduction Inc., New York, which is handling the civilian uses of the invention.

As explained to B•T by Theodore Hafner, patent attorney and physicist, who represents Surface Conduction, the invention, called the "G-Line" for its inventor [B•T, Dec. 1, 1952], transmits energy on the surface of a single wire instead of inside a wire or between two wires as is usually done. This new method of transmission, he said, transmits energy with much less loss than either wires or coaxial cables, particularly in the uhf region.

Broadcasters, particularly operators of uhf tv stations, Mr. Hafner said, will find the "G-Line" of great value for use as a transmission line connecting the transmitter to the antenna. That's very important, he pointed out, as power lost here can never be regained. Of the two methods used now, he noted that coaxial cables reach only to frequencies of 200-300 mc and that wave guides, while very efficient, are also very expensive, costing about $30 a foot. With mass production, he said, it is expected that "G-Line" can be produced at 20% of this price ($6 a foot) or less.

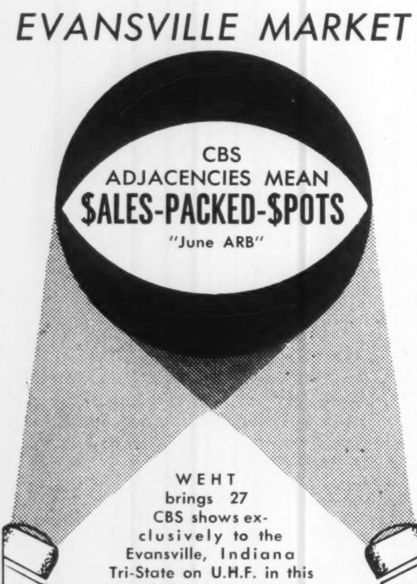
"G-Line" is also being used, Mr. Hafner said, for lead-in wires from receiving antennas to tv sets, particularly for fringe area uhf reception. David Bogen & Co., manufacturers of uhf converters and other equipment, has been licensed to use "G-Line" in this way.

The new transmission line will also be valuable in the community antenna system field, he stated, where it can be used to connect the mountaintop antenna with the sets in the valley. The coaxial cable now in use is expensive both to install and to maintain, he said. Closed circuit connections between stations or theatres or for subscription tv are other potential uses of "G-Line," he said.

Perhaps the most important use of "G-Line," Mr. Hafner said, will be for long distance tv program transmission, supplementing the coaxial cable and microwave relay circuits now used for this purpose. Under mass production, "G-Line" could be installed for 10-15 cents a foot, or $500 to $750 a mile, he said, about the same for a 30-mile stretch as a radio relay link spanning that distance. But he emphasized that while a microwave radio relay link can transmit only one channel, "G-Line" is able to transmit 20 or 30 channels, or 10 to 20 tv programs at the same time.

Secret of the ability of the "G-Line" to transmit energy with an extremely low power loss in comparison to other methods, Mr. Hafner said, is in the use of horns to focus the field of energy to a limited space surrounding the single line, rather than to radiate energy as horns are normally used. The dimensions of the horns, as well as the thickness of the insulating material—polyethelene—around the line are gauged with great exactness to the wavelength of the signal being transmitted. This is a feat of delicate engineering, he said, as at frequencies of hundreds of megacycles a variation of a thousandth of an inch would alter the frequency being transmitted.

"G-Lines" cannot be stretched between towers as overhead wires or cables are, Mr. Hafner said, but must be suspended by nylon strings. Tests have demonstrated, however, that these strings are so impervious to weather and wind that they are an asset rather than a handicap, he explained. The "G-Line" itself, he said, is not affected by rain, but it is by ice, so de-icing elements would be needed for long distance transmission across cold areas.



THE SPOTLIGHT'S ON

WEHT

IN THE

EVANSVILLE MARKET

CBS
ADJACENCIES MEAN
$ALES-PACKED-$POTS
"June ARB"

WEHT
brings 27
CBS shows exclusively to the
Evansville, Indiana
Tri-State on U.H.F. in this
U.H.F. dream market, isolated
from ANY consistent V.H.F. coverage

REPRESENTED

Nationally by
MEEKER TV, Inc.

Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

Westinghouse Reports Record for Six Months

HIGHEST six-month sales and earnings in the history of Westinghouse Electric Corp. were reported last week by Gwilym A. Price, president, for the first half of 1954. Net sales billed were listed at $811,709,000, as compared with $780,489,000 for the first six months of 1953, and net income at $45,359,000, as against $35,660,000 for 1953.

It was noted by Mr. Price that net sales billed were 4% higher than those of 1953 and net income 27% over last year. He said that the higher volume of sales billed and more efficient use of plant facilities were significant factors in the improved earnings for the first half of the year. He indicated that continued high volume of sales during the second half is expected to result in an all-time sales record for the year.

Earnings per share in the first half of 1954 were reported at $2.75 on 16,117,026 shares of common stock, compared with $2.19 on 15,870,271 common shares outstanding a year ago, representing an increase of 25.6%. Earnings per dollar of sales for the first six months of the year, Mr. Price noted, were 5.6 cents, as against 4.6 cents for the same period a year ago.

Provision for estimated federal taxes on income was said to amount to $54,300,000 in the first six months of 1954 and to $59,755,000 a year ago. Taxes per share of common stock during the first half of 1954 were $3.37.

In the second quarter of 1954, both net sales billed and earnings were reported as "slightly ahead" of the same period in 1953, with net sales of $405,172,000, as against $308,263,000 last year, and net income of $19,073,000, as against $18,802,000 last year.

Long-Life Batteries Claimed by Ohmart Corp.

OHMART Corp., Cincinnati, last week demonstrated a new three-electrode battery which the company claims will result in self-powered radio receivers, signal control devices and similar devices that can operate for long periods of time—as much as 25 years—without attention.

The demonstration was held in New York under the auspices of Creative Frontiers Inc., a non-profit membership corporation serving as a clearing house for the release of scientific news during the early stages of scientific endeavors. The organization plans to incorporate the story of new scientific developments into a tv series entitled "Creative Frontiers."

The new atomic battery embodies a control element—the third electrode—which is said to make possible the varying of output current of the atomic battery. It was announced that the battery, which measures only 1½ inches in diameter by 3 inches long, will be put on the market this fall.

Columbia, B&H Plan Recorders

COLUMBIA RECORDS Inc. and Bell & Howell Co. have joined together in a cooperative program to develop and market a line of tape recording equipment consisting of a table model and a portable unit, it was announced jointly last week by James B. Conkling, president of Columbia Records, and Charles H. Percy, president of Bell & Howell. Bell & Howell's TDC division will manufacture and Columbia Records will sell the new line of tape recorders through authorized Columbia distributors in the music field.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Houston-Fearless Announces New Tv Camera Cradle Head

DEVELOPMENT of a new cradle head which makes tilting and panning of tv cameras easier and smoother was announced last week by Houston-Fearless Corp. The degree of tilt ranges from 38 degrees down to 30 degrees up. Adjustable tilt drag is provided.

When the camera is tilted in either direction, the cradle rotates around a constant center of gravity, maintaining absolute balance at all times. The head ". . . rides on four phenolic-covered ball bearings mounted in the base, resulting in . . . smooth . . . silent movement." In panning, a vertical load is carried by two precision ball bearings in the case of the head, the announcement said.

Two models of the cradle head are available: one for standard monochrome, the other for RCA color tv cameras.

Telestudio

A NEW cradle head for tv cameras was announced last week by Houston-Fearless Corp. Two models are available: one for standard monochrome and the other for RCA color tv cameras.

Magnavox to Hold Off On Color Tv for Present

MAGNAVOX Co., Fort Wayne, Ind., does not plan to place a color television set on the market at this time because "the industry is not ready with a marketable product," Frank Freimann, president, stated last week at a trade and press showing of the company's new line of television, radio and phonograph models in New York.

Mr. Freimann declared that 19-inch color tubes now being manufactured will be "obsolete even before they are placed on sale," pointing out that a 21-inch tube already has been announced. Mr. Freimann apparently was referring to CBS-Hytron's 19-inch tube announced earlier this month [B•T, July 12] and RCA's promise of a 21-inch color tube by Sept. 15 [B•T, July 19].

Mr. Freimann reported that the company's gross sales for the fiscal year ended June 1954 amounted to $62½ million, as compared with $57,979,000 in the previous year.

Magnavox's new television line included 21 different models, ranging in price from $149.50 for a 17-inch table model to $595 for a 27-inch receiver. The company also introduced its first table radio line, comprising four sets in wood cabinets and priced from $49.50 to $99.50.

Job Assured

OUTSTANDING graduate of the New York U. College of Engineering for the second straight year has been an industrial engineer employed by the Emerson Radio & Phonograph Corp. while attending classes in the evening, it was reported last week by Dorman D. Israel, Emerson's executive vice president. He said that a fortnight ago, Eugene D. Homer was graduated Magna Cum Laude with the degree of Bachelor of Industrial Engineering and duplicated the record compiled last year by Leonard E. Stevens by receiving an award given to the university's outstanding engineering graduate. Both men are employed in Emerson's Central Planning Section.

RCA VOLUME HITS ALL-TIME RECORD

ALL-TIME record volume of sales of RCA products and services was reached during first half of 1954, with gross of $444,369,000, a gain of 8% over the $410,686,000 previous peak reached in the first six months of 1953, Brig. Gen. David Sarnoff, RCA board chairman, announced Thursday.

Earnings before taxes also hit a new high of $39,603,000 for the first six months of this year. Net profit after taxes for the period was $19,268,000, up 6% from the first half of 1953, when the net was $18,185,000. After payment of dividends on preferred stock, earnings on the common stock were $1.26 a share, compared with $1.18 a share for the first half of 1953.

Second-quarter RCA sales also reached a new high of $217,760,000, up 7% from the $202,679,000 gross for the like period of last year. Common share earnings for the quarter amounted to 60 cents, compared with 57 cents for the same quarter of 1953.

Radio Corporation of America and domestic subsidiaries consolidated statement of income

For the quarter ended June 30	1954	1953
Products and services sold	$217,760,000	$202,679,000
Cost of products and services sold and other operating costs	198,627,000	184,326,000
Profit before federal taxes on income	19,133,000	18,353,000
Federal taxes on income	9,931,000	9,461,000
Net profit for the quarter	9,202,000	8,892,000
Preferred dividend	788,000	788,000
Balance for common stock	8,414,000	8,104,000
Earnings per share on common (14,031,016 shares)	.60	.57
For the six months ended June 30		
Product and services sold	$444,369,000	$410,686,000
Cost of products and services sold and other operating costs	404,766,000	371,877,000
Profit before federal taxes on income	39,603,000	38,809,000
Federal taxes on income	20,335,000	20,624,000
Net profit for the six months	19,268,000	18,185,000
Preferred dividend	1,576,000	1,576,000
Balance for common stock	17,692,000	16,609,000
Earnings per share on common (14,031,016 shares)	1.26	1.18

Sales Upswing Predicted For Tape Recorder Field

SALES of tape recorders will rise from $15 million to $100 million in a few years, with an average price of $200 and projected production of 500,000 units throughout the industry, Richard A. Graver, vice president in charge of marketing for Hallicrafters Co., predicted at the firm's recent sales meeting in Chicago.

He claimed tape as a source of recorded music has been held back until recently looking toward development of a master recording machine, now perfected. He reported 50,000 units turned out in 1951 at an average price of $300, 100,000 at the same average in 1952 and 275,000 at a price of $275 last year. Hallicrafters has entered the tape recorder field because of its rapid growth, Mr. Graver added.

RCA Reports Vicksburg Uhf Booster Successful

SUCCESSFUL operation of a tv booster station, which produced a Grade A signal in a uhf station's shadow area, was announced by RCA last week.

The experimental booster was operated in Vicksburg, Miss., 37 miles from ch. 25 WJTV (TV) Jackson, Miss., and "shadowed" from the Jackson transmitter by a range of hills [B•T, April 26].

Not only were the Vicksburg area signals boosted to Grade A proportions, RCA reported, but there was little interference between the direct transmission from WJTV and that from the booster. The experimental booster used horizontally polarized transmissions, same as that used by the "mother" station. The experiment also included the use of vertical polarization.

The booster station was located on a bluff overlooking the historic Mississippi River community. It received direct signals from WJTV, amplified them to 10 w and fed them into a highly directionalized antenna which hiked them to 1 kw for broadcast.

Dr. George H. Brown, David Sarnoff Re-

The best
way to
sell the
KANSAS
FARM
MARKET

use the
KANSAS
FARM
STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

search Center, Princeton, N. J., developed the equipment. He also supervised the Vicksburg tests.

A detailed report of measurements of picture quality, and other factors is being prepared for submission to the FCC, T. A. Smith, RCA Engineering Products vice president and general manager, said.

Westinghouse V. P. Predicts Color Boom

COLOR tv sales will boom "in a couple of years," paralleling recent black-and-white set sales, predicted John M. McKibbon, vice president and general manager of consumer products, Westinghouse Electric Corp., to radio-tv and appliance dealers at a Western Summer Market dinner-meeting in San Francisco last week.

Commenting on the future market, he pointed to estimates that the U. S. population will rise 21 million by 1963. "Market is people," he continued. "Ten years from now, we will have 6 million more families. That's like adding 25 cities the size of San Francisco, St. Louis or Washington."

MANUFACTURING SHORTS

RCA Service Co., Camden, N. J., announces second edition of "Practical Color Television," prepared for use by television service industry and technical schools, is ready for distribution. The 80-page manual contains text, drawings and photographic explanations of electronic operations of color tv.

Newcomb Audio Products Co., Hollywood, introduces the Compact 10, a complete single 10 watt amplifier, pre-amplifier and control unit weighing only nine pounds, for high-fidelity systems.

Califone Corp., Hollywood, Calif., announces new 1955 line of 15 portable phonographs, transcription players and sound systems, with a new emphasis on high fidelity in all models. Further information, including an eight-page catalog is available from the company, 1041 N. Sycamore Ave., Hollywood 38.

Audio Devices Inc., N. Y., announces type EP Audiotape, recording tape manufactured "with extra precision to meet the most exacting requirements in new fields of science and engineering." Details and prices are in Bulletin #117, which may be obtained from the company at 444 Madison Ave., New York 22.

Westinghouse Electric Corp., Pittsburgh, Pa., has announced it will build a multi-million-dollar sound laboratory and test center for transformers at its transformer div. plant, Sharon, Pa. Project is due to be ready by early next year.

Ballantine Labs, Boonton, N. J., announces Model 620 high-voltage multiplier, described as allowing measurement of alternating potentials up to 60 kilovolts peak with all types of Ballantine voltmeters and with many other makes also, and serving as a potential divider with most CRO's for displaying high potential waveforms.

Hoffman Radio Corp., L. A., announces profits for first six months of 1954 have risen 17% to $818,683 from $697,320 for like 1953 period. Dividends for 1954 half-year rose to $1.15, compared to previous period's 98 cents. However, Hoffman executives disclosed tv set sales have declined somewhat during past fiscal year, with added income derived from increased government work and expiration of excess profits tax.

First public demonstration of the new Berlant Broadcast Recorder was held at the studios of **Gotham Recording Corp.,** N. Y. Produced by **Berlant Assoc.,** L. A., and marketed in the eastern area by **Fisher Radio Corp.,** N. Y., new device is designed for use by radio stations, recording studios, churches and schools.

Hetherington Inc., Sharon Hill, Pa., announces new holding coil switch that performs functions of a relay plus two conventional switches. Designated Hetherington A1200 series holding coil switch, unit has built-in solenoid which holds the switch on contact until the solenoid coil circuit is externally interrupted, according to the company.

Clarke Instruments, div. of NEMS Inc., Silver Spring, Md., announces model TR-1 tv rebroadcast receiver for use in direct pickup and rebroadcast of tv signals. Receiver response extends to 4 mc and is adaptable to color reception without modification, according to the company. Additional information may be obtained from the company at 919 Jesup-Blair Dr. Telephone is Juniper 5-8300.

MANUFACTURING PEOPLE

Neal F. Harmon, sales manager, two-way radio equipment, General Electric Co., Syracuse, N. Y., appointed southwestern regional manager for communication equipment, headquartered in Dallas; **James D. Helm,** sales manager, special accounts, appointed sales manager for mobile communication equipment and special accounts; **Wells R. Chapin,** district sales manager in St. Louis, radio and tv broadcast equipment, named to similar post in New York; **Robert E. Lauterbach,** district sales representative in Atlanta, succeeds Mr. Chapin.

MR. WEXLER

William W. Wexler, director, marketing research programs, Raytheon Mfg. Co., Waltham, Mass., appointed advertising and sales promotion manager, equipment sales division.

Robert G. Scott, manager of sales engineering, Cathode-Ray Tube Div., Allen B. DuMont Labs, named assistant sales manager; **Thomas C. Flynn,** formerly with publicity staff, David O. Alber Assoc., named public relations representative; **Jack J. Baxter** and **Lawrence H. Arnold** to Mobile Communications Dept., as sales and service representatives.

James W. Safford, New York district sales manager for radio-tv div., Sylvania Electric Products Inc., N. Y., appointed eastern regional sales manager; **Virgil W. Wittman,** Raleigh district sales manager, named southern regional sales manager; **John C. Taylor,** merchandising staff, equipment picture tube sales div., appointed merchandising supervisor; **Frederick W. Fulle,** sales manager, fluorescent fixture dept., lighting div., Sylvania Electric Ltd., Montreal, Que., appointed general sales manager for lighting products.

MR. HUMPHREY

Richard A. Humphrey, active for past eight years in research on synthetic mica, appointed chief of research and development, Mycalex Corp. of America, Clifton, N. J., plant.

A. E. Cascino, director of market research, Crosley and Bendix home appliance div., Avco Mfg. Co., N.Y., appointed director of marketing.

James Ruff, director of market research, Apex Electrical Mfg. Co., Cleveland, to Norge appliance div., Borg-Warner Corp., Chicago, in same capacity.

E. R. Sliger, vice president's market research staff, Westinghouse Electronic Tube Div., Pittsburgh, appointed newly-created assistant general sales manager of division.

Charles J. Merchant, Walter J. Brauer & Assoc., Cleveland (manufacturers' representatives), to Wallace's Telaides, Jamaica Plain, Mass., as sales manager.

Andrew H. Bergeson, U. S. Navy (retired), to Stromberg-Carlson Co., Rochester, N. Y., as consulting engineer.

Clifton H. Davis, formerly chief electronics engineer, aircraft div., Globe Corp., Joliet, Ill., to Neomatic Inc., L.A. (precision subminiature relays for advanced electronic equipment), as assistant chief engineer.

S. S. Stevens, engineer in charge, antenna research and development lab, Douglas Aircraft, Long Beach, Calif., to Tubergen Assoc., L. A., electronic representatives, as consulting engineer.

THE LATEST
WCKY
STORY

OPERATION "SELL"

No Fancy Gimmicks

No New Programs

No Blue Sky

JUST LISTENERS
ALL YEAR ROUND

WCKY

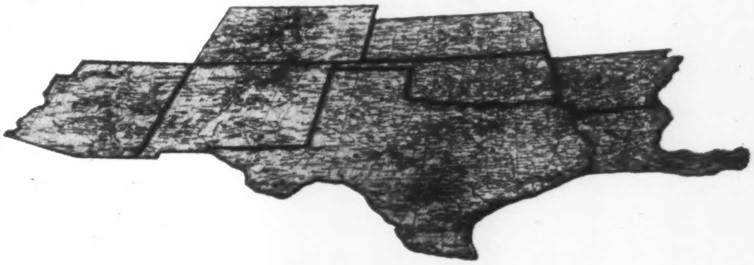
features

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

Planning fall schedules? Remember . . .
The Southwest listens to WOAI!

If you want real coverage in the Southwest, use the truly effective, economical method . . . WOAI! With this one advertising "buy" you get radio coverage throughout the Southwest . . . coverage that no combination of media can give you nearly as economically. WOAI's 50,000 watt clear channel signal blankets the entire Southwest. And WOAI's combination of local and NBC programs are by far the most popular in its listening area. For that fall schedule you're planning, get the lowest cost radio coverage of the Southwest by placing your advertising on . . .

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.

sheldon Reynolds
PRODUCTIONS, INC.

present

FOREIGN
INTRIGUE

NOW, for the first time 117 episodes of FOREIGN INTRIGUE, available direct from the producer to you for local and regional sponsorship. The outstanding adventure series in the television film field FOREIGN INTRIGUE is shot on location in Europe for unparalleled authenticity.

Seen throughout the country for the past three seasons FOREIGN INTRIGUE is a pre-sold product. It stands alone, acclaimed by both trade and general press — and loyally supported by the viewing public—as the pre-eminent TV film show of its type.

In addition to the 117 available FOREIGN INTRIGUE episodes, there is an entirely new group of films now before the cameras in Europe which will unveil a dramatically revamped format.

Prices for groups of 26, 39 and 52 films can be had upon request.

For more detailed information, contact:

EST. 1898

WILLIAM MORRIS AGENCY, INC.

1740 Broadway
New York City, N. Y.
JUdson 6-5100

919 No. Michigan
Chicago, Ill.
WHitehall 3-1744

202 No. Canon Drive
Beverly Hills, Calif.
CRestview 1-6161

features

- **High tv standards on a low budget. Page 78.**
- **Animation with slides. Page 79.**
- **KOMO finds jobs in Seattle. Page 80.**

Top 10 of WGN's 75,000

THERE ARE some 75,000 transcriptions in the music library at WGN Chicago. Each week the station enlists the services of its listeners to pick the favorite 10 of those records.

It's all part of *Your Big 10 on WGN*, a program idea which seems to have caught on in the Chicago area. A sort of Midwest *Hit Parade*, it reaches into downstate Illinois, the surrounding midwest states and all other points covered by the station's clear channel signal.

The idea is credited to Saxie Dowell, a disc jockey who formerly was with the Hal Kemp band for 15 years. The top 10 are played on Mr. Dowell's 9:05-10 p.m. show each Monday.

All Disc M.C.'s Participate

The other 11 WGN disc m.c.'s participate in the weekly survey through their own shows. They are Bill Albert, George Bauer, Buddy Black, Dick Coughlan, Howard Dorsey, Bill Evans, Jack Fuller, Jim Lounsbury, Jim Mills, Fred Reynolds and Ernie Simon. Altogether they receive anywhere from 700 to 1,000 listener votes each week.

WGN sent out a form letter to selected listeners to launch the drive, asking them to serve on a special committee. This course was designed to prevent fan clubs from sending in large blocs of votes for favorite performers.

A release on each week's record choices is mailed out to over 300 persons, including record companies, music publishers and promotion experts, as well as the trade press and newspapers. WGN has printed some 500 counter or window displays, half for local distribution, half for downstate Illinois.

No Tie-In with Record Stores

There is no tie-in with record stores, but Bruce Dennis, WGN program director, feels it is to their advantage to feature the record choices as played by the station. He adds:

"The selections picked by our listeners usually run about three or four weeks ahead of the *Hit Parade*. We like to feel, furthermore, that our Big 10 is really closer to what people want here in the Midwest."

The "Big 10" idea has been lauded by BMI's Vice President Robert J. Burton and others interested "in the welfare of the music industry." He wrote Mr. Dennis:

"It is indeed refreshing to see programs where listeners pick music on the basis of their choice instead of the usual run-of-the-mill program where a disc jockey or other person connected with the selection of music relies almost exclusively on trade paper charts which, even if accurate, can only reflect the opinion of a very small-sized group of professionals."

LOCAL, LIVE and INEXPENSIVE

HOW THE SMALL-BUDGET STATION CAN KEEP TV STANDARDS HIGH

By Dan Shields

THE PROBLEM: bringing good live television out of a small budget. This is the puzzler which today confronts an increasing number of stations across the country, stations with limited equipment, personnel and capital. More often than not the solution falls to the producer.

Until recently, Dan Shields was assistant program manager for WEEU-TV Reading, Pa. He now is with the tv film production department of the Biow Co., New York. While with WEEU-TV (and before that, WFMY-TV Greensboro, N. C.) Mr. Shields ran head-on into many of these problems. Here are some of his ideas on licking them:

ALMOST every format for a television show is wrapped around an idea or conglomeration of ideas. In developing an idea for our small station programming, the program or production manager, the talent, and the producer must keep several very important concepts in mind. First, *keep it simple.* Simplicity is the key word in television. Careful development of a single important idea is far more desirable than making one program try to put across six or seven ideas. Strangely enough, it is sometimes easier to make a television show complex than it is to simplify it. All suggestions and ideas that are extraneous to the central theme should be mercilessly pruned. In the end result they will only complicate the production and confuse the viewer. The subject matter should be considered in relation to the time of the show, the expected audience, the adjacent programs, and the possible special appeal because of timeliness. For both professionals and non-professionals working on television, a rule of thumb is to sell one idea and to sell it well.

At this point we will assume that we have agreed upon a single good idea for the proposed program and that we have embellished and added only where necessary to further this central theme. It will be found that the program will divide itself into several natural parts or segments. To tie one segment to the next and to change or establish a mood, transitions are needed. They are an important part of a performance, and many times they can either make a program stand out or label it amateurish. If they are poor or missing, the pace will be dropped completely and the program must struggle to pick up the thread of interest and continuity again.

Often the commercials are used to divide one segment from another, which is perfectly acceptable. However, the nature of the material in the commercial and in the program immediately before and after the commercial must be kept in harmony. Juxtaposition of two incompatible elements can detract seriously from a production. A large network production comes to mind wherein an outstanding reporting job showing starvation and disease rampant in some blighted area was followed by a sales job for foods.

Transitions are best when they too are simple. They can be photographs, film clips, miniatures, artwork symbols on slides or flipcards, or one or two individuals with dialogue. This can be placed very effectively in limbo. A musical bridge added to some visual cliche will add polish and movement to a transition. Both the open and the close are in a sense transitions—changing from the previous program to something new and usually different. The beginning is important in that it sets the mood for the whole show and hopes to hold the channel-changer back. The close should leave the viewer with the thought, "well done," coupled with a desire to see next week's epic. Time spent on these two important transitions is well worth the effort.

THE AUTHOR AT WORK

At this point in the life of our hypothetical program, we can draw up the format. There are generally two types of formats: one is the program structure which remains unchanged from show to show, and the other is the format of the particular show that is filling out the skeleton for this performance. In the budget-minded station with a tight schedule, generally the only format that will be written down is the standard weekly schedule. This will contain information as to the music and booth used for open and close, together with video instructions, the titles and their sequence, and will have notations as to which standard procedures shall be adhered to during the body of the show. This format will indicate the approximate length of each of the various segments of the show, where the commercials should be placed, and, if necessary, the various getout times for the segments. For instance, the format will tell the producer that all the acts of an amateur talent show must be concluded by twenty minutes into a show.

Once the format for his particular show has been determined, it is up to the producer to line up all the segments in his mind and to decide how much time to allot to each. It is at this time that all talent with specific acts, such as musical numbers, are timed with a stopwatch. This dry run will feature a producer-talent conference with *all* participating talent present. It is difficult to play a part in a production without knowing the total picture.

After the program is thus outlined and

the times blocked out, the producer can select the sets, scenery, props, and, if any, incidental music. In a large operation this would mean further conferences with musical directors and art directors. In our local operation this will mean pulling his own records, hammering together his own sets, and begging or borrowing whatever props are needed.

The first studio rehearsal will most likely be a dry run, i.e., there will be no hot mikes or cameras. However, the camermen should be included here if at all possible. They will be the people concerned with lensing the show, and they can forestall later complications by their presence and advice. With the talent and the cameramen, the producer then blocks the action of the segments and the transitions. Lighting is considered, and the audio man called in to determine mike placement, boom swing, and similar audio problems. All major bugs should be ironed out at this stage, such as boom shadow, getting cameras crossed or cornered, the time necessary for talent to get from one set to another. At the conclusion of this rehearsal, the crew should know pretty well what to expect during the whole show.

The "hot camera" rehearsal divides itself naturally into three parts. First, the producer runs through the individual segments on camera. Then he should have a camera rehearsal of the transitions. Finally, these will be put together and a full dress rehearsal run through, putting emphasis upon overall pace and timing. Ideally, this session should be the day of the show, usually a few hours or immediately before air time.

The above sequence of events is, in relation to larger operations, simple enough for any fairly elaborate production. However, it is realized that there will be many instances where it will be unnecessary or impossible for the producer to enjoy the luxury of the situation as outlined. For practical reasons, the show must go on with a very minimum of pre-air-time work. This puts the burden heavily upon the crew and the talent to take best advantage of what time there is to prepare for the show and the familiarity of a weekly format.

The talent, cameramen, and audio man, as well as the producer, must be able to think two or three jumps ahead of the show, be able to act and react with lightning speed, and above all, keep a cool, almost objective, approach to the whole proceeding. For such limited preparation, the following steps are the most important and should never be glossed over or left out, even if the people concerned just make mental notes.

First, the program should be outlined in the producer's mind and the segments blocked for time. He will, of course, decide upon the set if it is not a standard backdrop. Prior to air time, he should discuss the action with the talent and cameramen. Remember, camera movement is as integral a part of the action as movement of the talent and both should be worked out together. Camera movement is taken here to mean not only dollying and trucking, but also panning, tilting, and lens changes. At the same time, the producer should be working out in his mind the

(*Continued on page 80*)

LOW-COST COMMERCIALS WITH ANIMATED SLIDES

PULL ONE LEVER on the projector and the screen shows a girl in the still transparencies starting to strut. Pull another and she starts to swing her hands. Move your hand back and forth over aperture of glass on the device and the picture becomes one of an atomic-like explosion.

These effects of almost complete animation are produced from stills projected on a device called the H-R Cellomatic, which its proud and youthful inventors claim can fulfill the same purposes as tv film and live commercials at approximately half the cost.

Four years ago Tom Howell and Milt Rogin worked as commercial artists at the same advertising agency and learned they had a mutual interest: a fascination for television. In bull-sessions together, they tossed around ideas on the application of commercial art to the medium. Out of these discussions came the decision to form their own art studio devoted full-time to television, namely Howell-Rogin Studios, New York.

The deeper they became immersed in television commercial art, the more they became convinced that a method should be devised to provide animation for commercials and other programming more cheaply than by standard techniques. Although neither Mr. Howell nor Mr. Rogin had any previous background in mechanics or optics, they spent hours upon hours studying technical data on these subjects. Three years ago they turned over their plans for a device to a projection manufacturing company in New York. Together with engineers and technicians there, they worked out the principles for the first machine, called the H-R Animator. The current improved model is protected by forty-odd patents held by Messrs. Howell and Rogin.

The Cellomatic is a portable unit resembling a kitchen range and weighing under 300 pounds. It has its own self-contained screen and projector and an installed optical effects system, and can project blown-up pictures up to six-by-eight feet.

Because the Cellomatic projects the required picture on its own screen, only a single television camera is required to pick up the picture. Its inventors contend that in this phase of tv operation alone advertisers can effect a substantial savings.

"You can imagine the value of this machine," Mr. Howell explains, "when you consider that it produces effects which heretofore required a battery of telecameras, such as wipes, superimpositions, round and square iris, vertical and horizontal crawl, instantaneous cuts and lap dissolves." Mr. Rogin contends Cellomatic provides "the closest thing to complete animation ever devised."

The present model, Mr. Rogin adds, represents considerable improvement over the Animator introduced three years ago and still is "by no means the last word." Machines now under construction embody 14 new improvements.

The machine is color-corrected for color television and was tested on the first color telecast of NBC-TV's *Camel News Caravan*. Mr. Howell notes that NBC-TV executives credited it with having solved "difficult color problems."

Messrs. Howell and Rogin have come up with an impressive list of clients. Currently, NBC-TV has exclusive rights to the machine for special events, current events and news programs, but otherwise it is available for rental by all tv networks and advertising agencies.

Among the television programs that have used Cellomatic for animation, Mr. Howell reports, are NBC-TV's *Judge for Yourself, Two for the Money, Show of Shows* and *Goodyear Playhouse;* CBS-TV's *Beat the Clock, Omnibus, Man Behind the Badge* and *Tommy Dorsey Show*, and DuMont's *Chance of a Lifetime*.

The machine currently is available for rental only in the New York metropolitan area. The cost is $85 for weekday use, $100 for Sunday, including the services of a trained operator. Howell-Rogin is geared to provide art service, including typography, at additional cost, but a client with his own facilities for art work still may lease the machine.

Messrs. Howell and Rogin have seen their enterprise grow from a two-by-four office set up with borrowed money to a firm employing 19 and occupying a suite of seven offices. They currently own six Cellomatic projectors. Others under construction will raise the total to 11 by October. They ardently believe that their brain-child will have a revolutionary effect on the film animation field, and they see widespread application for it in a host of enterprises.

"For a couple of Rube Goldberg characters we can't complain," Mr. Howell comments. "And don't forget—our machine works!"

RADIO FILLS JOBS

KOMO's 'Jobfinder' is winning public service laurels for filling Washington civil service job openings.

A TWO-WAY public service radio program—one which both informs listeners of jobs to be had and provides prospects for job vacancies in two civil service organizations in the state of Washington—is enjoying a prolonged success on KOMO Seattle.

The weekly *Jobfinder* was conceived and put into action some nine months ago by Reg Miller, KOMO public service manager, with the cooperation of Fred Patterson, KOMO program director.

Mr. Miller, whose experience also includes several years as a newsman and announcer on KJR Seattle, became public service manager of KOMO in May 1953. One of the first things he noticed were the "run-of-the-mill" announcements listing job vacancies in the Seattle Civil Service Commission, the Washington State Personnel Board and the U. S. Civil Service Commission.

From his experience as a newsman, Mr. Miller knew most of the announcements went into the waste basket, largely because, as he puts it, they were not suitable for spot announcements and could not be rewritten for newscasts without being made into feature stories. Besides, he says, there were plenty of other worthy organizations that needed what free time KOMO had to spare.

Worried about KOMO's inability to help these groups, Mr. Miller soon hit upon an idea which he thought would perform this service and at the same time provide the station with a public service show both interesting and informative. He suggested to the city and state groups that KOMO would furnish an announcer to write and voice scripts and give air time for the proposed *Jobfinder* program, provided the civil service groups would pay a reasonable talent fee for the announcer's extra time.

The two organizations also agreed that KOMO could air, as they came in, various announcements from the Washington State Employment Service and other governmental agencies regarding employment.

Mr. Miller also realized that the program would have to be a public relations job. The public seemed reticent to apply for city and state jobs for several reasons: lack of knowledge of the job itself, or how to apply; fear that changing politics might endanger job security; fear of taking examinations, and misconceptions that wages were too low and that to have a city or state job was to admit failure in getting anything better.

Requirements for *Jobfinder* were that it (1) inform the public on job openings and the type of job and (2) point out the advantages of civil service work, such as good working conditions, fair wages, retirement and better security than most other types of employment.

The *Jobfinder* program, written and announced by Merrill Ash, KOMO newsman, not only carries information about civil service jobs, but also incorporates in each show an interview with someone working as a fireman, transit operator, clerk-typist, etc., or someone in an administrative position who can talk about the job offerings with first-hand knowledge.

The program is producing results. The city and state both report a steady flow of applicants who mention hearing about the vacancies on *Jobfinder*. Some 450 applicants answered an announcement for a typist's position and some hard-to-fill jobs have been filled through the program, says Mr. Miller. The U. of Washington has indicated the program is attracting interest on the campus. Responses have come from all over Washington and Oregon and from California, Nevada and Canada.

Spot announcements on city and state jobs also are being telecast on affiliated KOMO-TV.

KOMO has received letters of appreciation from the Seattle Civil Service Commission, the Washington State Personnel Board and the Puget Sound Chapter, American Assn. of Social Workers. The U. S. Civil Service Commission also has indicated an interest in the program, and will be welcome if it can find a way to participate, says Mr. Miller.

Roy A. Palm, secretary of the Seattle Civil Service Commission, has reported to Mr. Miller that the KOMO *Jobfinder* program has given the city a higher level of employe and has given the public a much clearer conception of the variety and importance of the work done by the various city departments.

LOCAL, LIVE and INEXPENSIVE

(Continued from page 79)

sequence of camera shots. Actual camera rehearsal may be non-existent, but if there is any, first consideration should be given to the all-important transitions, and any drastic or unusual movements. Standard cut and dried sequences can usually be handled without previous rehearsal if necessary by a competent crew. Finally, thought must be given to mike placement for each sequence. More than once a producer who has forgotten "the other half" of tv has been caught with a sequence starting out with no mike—and a ruined show.

At this point in our discussion, a word about camera work is appropriate. As in all television production discussed here, simplicity is again the keyword. Both the cameraman and the producer should keep in mind the total picture presented when lining up shots or planning camera movement. Since many individual shots are not set up ahead of time, the cameraman must be able to follow the meaning of the show and pick his shots accordingly. He must always be looking for a new or better camera angle. All camera changes and camera movement should have some motivation, otherwise they become meaningless. This is perhaps the greatest fault of local station personnel. Fascinated with the equipment and its possibilities, and eager to do a job, the crew frequently overproduces camera work and switching. Meaningless camera movements are made too frequently. Slight imperfections in a dolly or truck do not look too noticeable on the cameraman's seven-inch monitor, but they become very prominent on the viewer's 21-inch set. In like manner, the relatively new producer will sometimes cut back and forth at a pace incongruous to that of the show and with little meaning or advantage to the viewer. Camerawork that becomes obvious has detracted from the content of the show and is therefore without purpose—a detriment. At its best, camerawork is subservient to the subject being viewed—not a showcase for a hot cameraman. On a one-camera show, the cameraman, of course, has the live production in his own hands. The producer merely switches in and out of whatever slides and film are called for and watches timing. He will also advise his creative interpretation of the camerawork as it is happening; watching a monitor in the control room is a different subjective reaction to the show from working the camera(s).

By air time, the television show should be completely mapped out in the mind of everyone connected with the show. This is an obvious fact, but one that is amazingly overlooked at times. While the show is on the air, the producer is the originator of all cues, timing, and talent or camera movement . . . either directly or through the floor manager. If there is no floor manager, floor cues are usually given either by the cameramen or the boom operator. The producer during the show should not have to explain in detail what to do—just when to do it.

His commands should be clear, concise and non-emotional. As in the Army, commands over the order wire should be in two parts always—the command of prepara-

s and
t the
ch as
retire-
other

d an-
sman,
civil
each
orking
typist,
posi-
ferings

The
low of
ut the
appli-
a typ-
s have
ys Mr.
s indi-
rest on
rom all
n Cali-

d state
ffiliated

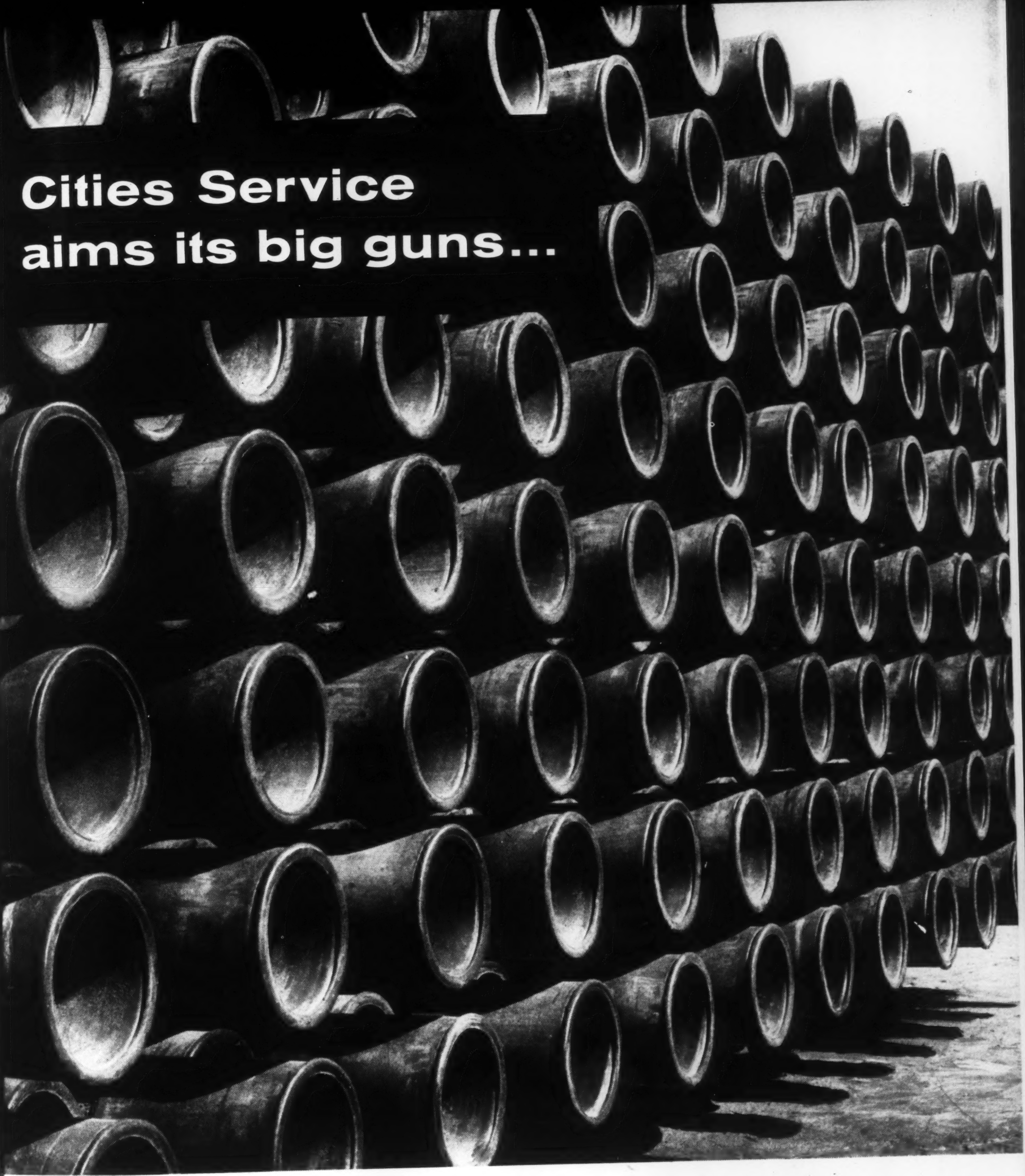
precia-
ommis-
Board
merican
S. Civil
ted an
elcome
ys Mr.

Seattle
rted to
er pro-
evel of
a much
nd im-
various

ive pro-
roducer
hatever
watches
tive in-
is hap-
control
ction to
(s).
should
mind of
v. This
nazingly
w is on
ator of
a move-
ugh the
manager,
by the
r. The
not have
st when

concise
y, com-
d be in
prepara-

Cities Service aims its big guns...



Acres of casing are mobilized in readiness at a well site. Last year an average of 1⅓ producing wells were drilled every day by

CITIES SERVICE

A Growth Company

tion first, followed by the command of execution. Even when the producer himself does the job—such as switching—he should give all commands as if he were telling others to do it. Thus all the members of the crew will know exactly what is going on, and better teamwork will result. In giving commands to others, the producer will always give the man time to prepare for the action desired. This time lag will depend upon what is wanted, how badly it is needed, as well as the ability of the man doing the job. The wise producer, in lining up his camera shots, will always have a cover shot ready, or immediately available if that cannot be achieved. This can always save him if something unexpected turns up. A person speaking out of turn, unplanned audio or video adlibs from both human and non-human subjects—all can be lost entirely if a cover is not almost immediately ready to catch any and all action.

The producer, working three shots ahead whenever possible, anticipates the action. When he is on camera one, for instance, he is planning the next shot for camera one, having already set up the next shot for camera two. When this is not possible, the producer must then depend upon the ability of his studio crew to get what is needed without being told.

Live television in the small market is a different species from the network show. The crew is a small group of men working together on a great variety of shows. Whereas large market television production is highly specialized and categorized, small stations operate best with personnel having wide interests and many talents.

Time and manpower are always short, and careful planning in the idea stages of a program series can avoid later headaches. Keeping everything as simple as possible helps cut down the possibility of error and usually results in a better show.

There always will be the problem of the client who sees an elaborate production on network and demands a similar job from the overworked local station, and the public service groups who cannot recognize the requirements of the medium. But patience, ingenuity, and a long, hard educational job can help convince the worst offenders. The viewer, after all, is looking for entertainment, and if he can be given a good idea wrapped in a clean format and production and handled by relaxed talent with a sense of showmanship, he will be entertained.

Pulchritude on WPEN

WPEN Philadelphia reports a "history-making" 80-hour introduction and promotion of the local run-off of the Miss Universe contest, the first time, the station claims, a promotion of this type was planned, announced and conducted in less than 100 hours. The actual judging of the contest was conducted on the air and the crowds waiting to enter the studios were so large that the station had to supply street amplification for the overflow. Sponsors of the Miss Eastern Pennsylvania division of the contest praised the station, stating it would have been impossible for them to have conducted it without WPEN's cooperation.

PROGRAMS & PROMOTION

WCPO-TV JIGSAW PUZZLE

A TELEVISED jigsaw puzzle has been launched with considerable success over WCPO-TV Cincinnati, that station reports. The contest, "Who's it? What's it?" consists of a scrambled picture each weekday, which is flashed on the screen some five times a day at unscheduled times, and viewers are asked to provide identification. Over 2,400 entries were received in the first week's contest and incomplete tabulations for the second week indicate an even greater number of entries. Thirty prizes weekly are awarded to jigsaw puzzle winners, who send in their five identifications at the end of the week. WCPO-TV says that in addition to offering exciting summer fare, the program acquaints viewers with local and network personalities (thus far used for scrambled pictures) and gives the family a chance to enjoy a quiz by participating in it themselves.

INTEREST RISE BROADCAST

SURPRISE announcement of a bank interest increase from 2½ to 3% was made on the 11 p.m. news over WGAR Cleveland. C. W. Grove, president of the Second Federal Savings & Loan Assn. in that city, handles the closing commercial on the bank sponsored program and immediately following his announcement, according to WGAR, most of the city's savings and loan associations followed suit with interest rises. It also is claimed that for three days following the WGAR announcement, Second Federal set a record for new deposits.

TV LISTINGS TIE-UP

WPEN Philadelphia, in a bid to catch the tv viewers who are among the late stay-uppers, has contracted with the *Philadelphia Inquirer* to close out the tv program listings in that paper every day with small boxes which promote the station's new all night program format. After the listing of the last tv show, readers are advised to tune to 950 "the long night thru." The new program format starts at 10 p.m. and according to WPEN, it has attracted large studio crowds until 5 a.m.

WLWT (TV) MONKEY BUSINESS

WLWT (TV) Cincinnati began a recent promotion contest by announcing that a "world traveler" was to soon visit that station's studios. For a week, viewer suspense was built up by "telegrams" from "Mr. X" from the African West Coast, Rome, London, Newfoundland and New York City. Finally, on July 12 the weary, wayward wanderer arrived in a long, black limousine, complete with a motorcycle escort—straight from the Cincinnati Zoo. The VIP was a trained two-year-old chimpanzee, coming to make his tv debut on the *Walter Phillips Show*. At the same time WLWT announced its "Name the Chimp" contest. People are asked to submit names for the chimp and the person sending in the best suggestion is to be awarded the chimpanzee. Over 100 additional prizes will be awarded.

'BUSINESS AIDS BULLETINS'

WCUE Akron, Ohio, reports an enthusiastic response to its special monthly promotional bulletins sent to advertisers and prospects. "Business Aids Bulletin" are prepared by the J. K. Lasser organization and distributed by the Benjamin Agency, New York, and contain helpful information on business and personal taxes. Over 400 copies are distributed by the station in the Akron area. "Business Aids Bulletins" is similar to a news letter and at the same time offers WCUE an opportunity to make a subtle sales pitch to advertisers in a front page box. Stations contract with the Benjamin Agency on a territorial basis for exclusive distribution rights; they provide the agency with about 75 words of rough copy for advertising purposes. A great deal of favorable comment from those receiving the reports is claimed by WCUE.

WARL 'LAWN PARTY'

HILLBILLY fans in the Washington, D. C., area now have their own version of *Grand Ole Opry* with WARL Arlington, Va., conducting during the summer months a two-and-one-half hour hillbilly frolic every Saturday night. The *Lawn Party*, as the shindig is known, is held on an acre of ground behind the station's studios and is broadcast during its entirety. The whole affair is free, including refreshments which are products of, and supplied by, WARL advertisers. According to the station, *Lawn Party* attracts people from six states and the District of Columbia.

FORD
STATE OFFICES

JACK SWENSON, news director, KFYR-AM-TV Bismarck, N. D., interviews Mr. and Mrs. Earl F. Tucker as the stations conducted their first simulcast to bring the state's primary election coverage to viewers and listeners. Mr. Tucker is president of Universal Motors, Bismarck Ford dealer, which sponsored the simulcast until it ended at 2 a.m. when a definite trend in voting was established.

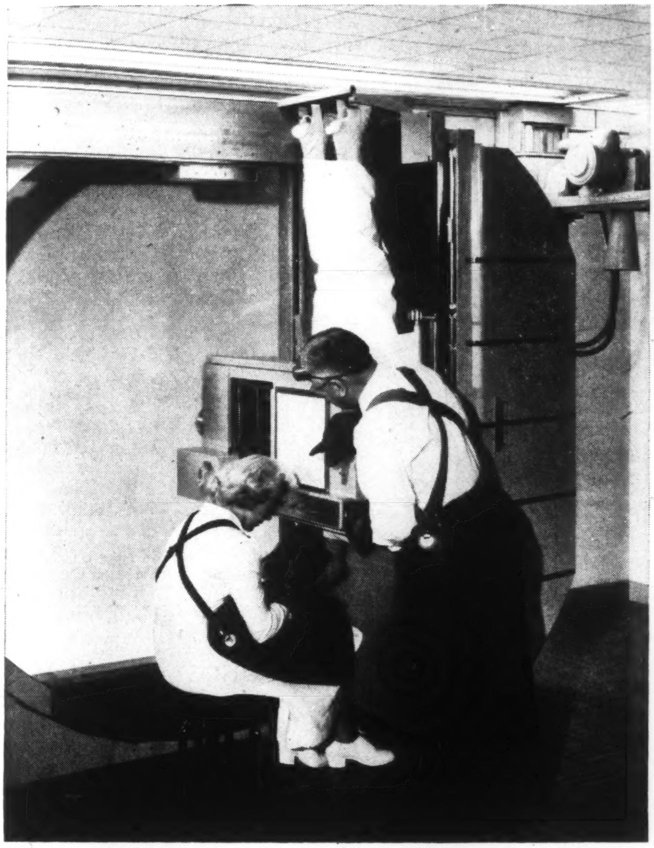
'MONEY NUMBERS' EXTENDED

WOV New York reported last week that it has extended its "Musical Money Numbers" promotion to its early morning *Wake Up New York Show* (Mon.-Sat., 6:30-8:30 a.m. EDT). Listeners may participate in this feature by sending in requests for musical numbers. At unannounced intervals on both the early-morning and late-evening broadcasts, some of the requests will become "Musical Money Numbers." The standard prize is from $1 to $9.99, but occasionally the top figure is doubled and tripled. It was pointed out by a station spokesman that payoff checks to winners are accompanied by a letter urging the purchase of WOV-advertised products.

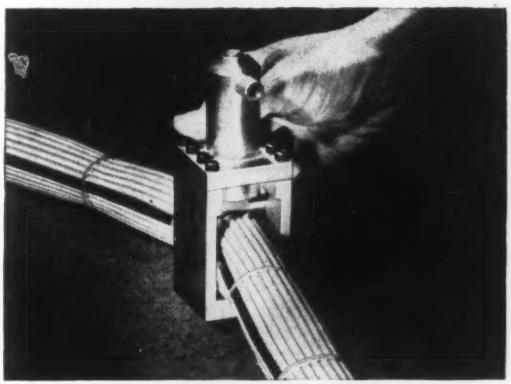
WMTW (TV) 'KICKLESS COKE'

WMTW (TV) Poland, Me., is sending to advertisers and agencies a Coca-Cola bottle with a card attached stating "You won't get 'high' on this . . . but you get well over a mile high on Mt. Washington Tv—the station that covers

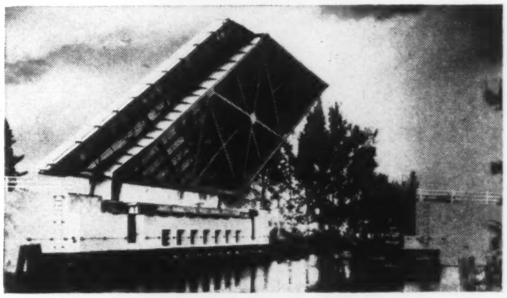
Only STEEL can do so many jobs so well



Hung by the Heels. This new diagnostic X-ray machine makes it possible to hang a patient by the heels while a fluid that is opaque to X-rays is injected into her spine, and travels slowly down toward her head as the doctor fluoroscopes her spine in the search for a possible tumor. The support for the huge geared ring on which the X-ray table is mounted, as well as most of the sheet steel panels used on this unit, is made from USS Steel.



Modern Guillotine. Cutting loose a guided missile from the launching sled, or severing the cables and tubing between various elements of a multi-stage missile, presents a number of problems. But this explosive driven chopper, which can be actuated by remote control, and makes a clean, fast parting of wires and cables, helps solve some of them. The case-hardened steel knife blade in the device is of USS Steel.



Ever See a Skew Bascule Bridge? This is one, crossing at a 45° angle over Miami Canal in Miami, Florida, at S.E. 4th Avenue. Like its mate, built at N.E. 36th Street, it is floored with I-Beam-Lok Open Steel Flooring, made by U. S. Steel. The use of this flooring saved 272 tons of deadweight! This bridge recently received the A.I.S.C. award for the most beautiful bridge of its class.

MANUFACTURED FROM

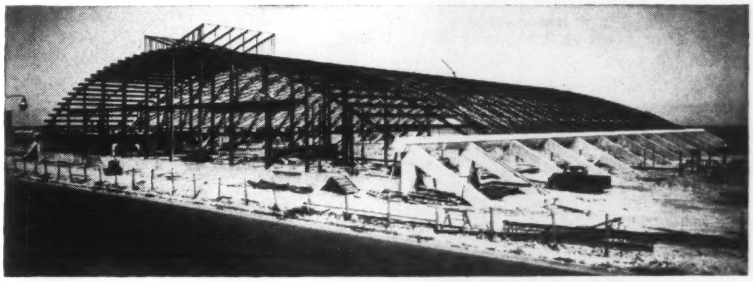
USS

TRADE MARK

STEEL

UNITED STATES STEEL

This trade-mark is your guide to quality steel



Roof Raised in a Hurry. 260 tons of USS Structural Steel went up in just 25 days for the roof of this new Municipal Civic Auditorium in Corpus Christi, Tex. "Lamella" construction was used . . . a kind of on-the-bias system with diamond-shaped areas between intersecting members. Only steel can do so many jobs so well.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1814

most of Maine, New Hampshire and Vermont. . . ." The station also claims it costs 54% less than the combined cost of the three tv stations giving the next best coverage.

CBS FILM 'TOUGH GUY'

"I'm Jeff Jones. I shoot at . . . Audiences . . . Clients . . . Results . . . And I get 'em! That comes straight from the tough guy's mouth in CBS Television Film Sales Inc.'s promotion piece designed to sell its 39 half-hour mystery series *Files of Jeffrey Jones*. The gimmick is a 7" x 5" folding card with an outline of Jeff Jones on the front, which stands open while he "smokes" and "shoots." Miniature "cigarettes" are inserted into mouth and gun holes in the card and Jeff puffs white clouds of smoke while telling you about himself and where to get in touch with a CBS Television Film Sales Inc. office for the "full story."

NBC-TV 'DREAM RACE' COVERAGE

AS PART of its exclusive telecast in the United States of the Roger Bannister-Jack Landy "Dream Race" at the Empire Games in Vancouver, B. C., Aug. 7, NBC-TV will present a full-hour program originating in New York and Vancouver at 5-6 p.m., EDT, featuring outstanding personalities in American sports. Messrs. Bannister and Landy both have run the mile in less than four minutes.

Ten Years With the Right Medium

TWO MIAMI department stores begin their second decade of advertising on WGBS Miami. AT TOP, Maynard Ream, advertising manager for Byron's Department Store, signs a contract starting Byron's 11th year with WGBS. Others (l to r): Horace Scott, account executive, M. N. Babcock, managing director, and Frank Riordan, sales manager, all WGBS, and Byron B. Freeland, president of Byron's. AT BOTTOM, E. M. (Doc) Leighton, general manager of the Sears, Roebuck & Co. store, begins Sears' second decade on WGBS. Others (l to r): Brad Lewis, Sears advertising manager; Mr. Riordan; Homer Rowe, Sears merchandising manager; Mr. Babcock, and Mr. Scott.

WSJS-TV 'RICH MARKET'

WSJS-TV Winston-Salem, N. C., is sending to advertisers and agencies a brochure titled "North Carolina's Golden Triangle . . . Pivot for more than a million people with more than 1½ billion dollars to spend!" The triangle is the station's home city, Greensboro and High Point in Forsyth and Guilford counties and the people and money are in WSJS-TV's claimed 24-county coverage area. Detailed information and statistics about WSJS-TV's market are contained in the gold and black illustrated folder. The station is currently working to increase ERP to a maximum 316 kw and is now equipped to transmit network color programs.

CONEY ISLAND RECORD

NEW ATTENDANCE record for a weekday night at Coney Island was set during WCBS New York's "Fireworks Night" July 20, according to the station. More than 600,000 people were on hand to greet station personalities, including Jack Sterling, Lanny Ross, Herman Hickman and John Henry Faulk, who made personal appearances around the island. A promotional campaign on behalf of the event was carried out by WCBS and the Coney Island Chamber of Commerce, who were co-sponsors along with the F. & M. Brewing Co., Brooklyn.

WFBR IS HOST TO ESSO

WFBR Baltimore's Studio A—scene of the station's daily audience participation show, *Club 1300*—was used recently by Esso Standard Oil Co., when that company transported more than 500 employes from its Baltimore, Washington and Inland Waterway districts there for a special meeting. Arranged through the cooperation of Robert B. Jones Jr., vice president and general manager of the station, and C. A. Newland, Baltimore division manager of Standard Oil, the meeting was designed primarily to educate Esso employes on the selling points of their products. Movies, sound effects and spotlights highlighted the "Total Selling Power" theme and the program was climaxed by the appearance of Jim Boles, radio and tv actor, in the guise of Diogenes seeking an "honest answer to advertising claims."

KUAM AGANA'S 'PICTORIAL'

KUAM Agana, Guam, the first commercial broadcasting venture in an area of over three million square miles (bounded by the Philippine, Hawaiian, Aleutian and Australian islands) has started publication of *KUAM Pictorial*, a bi-monthly magazine designed to promote the station. The magazine, prepared by station owner-operator Harry Engel, with the assistance of Berkeley, Calif., publisher Bern Porter, gives pictorial feature coverage to civilian, military and local governmental activities on Guam, as well as acquainting readers of KUAM's role in the island's economy.

GOMEZ ON WKNB-TV SHOW

VERNON "LEFTY" GOMEZ, former baseball star, has launched his own television show over WKNB-TV (ch. 30) New Britain, Conn., according to Peter B. Kenney, station general manager. Mr. Gomez is sports director of the station. On his *Lefty Gomez Show* the former Yankee star interviews sports personalities, spins human interest yarns about sports greats, analyzes scores and other developments in athletics. Sponsored by Country Club Malt

AGENCIES
ADVERTISERS

FILMS
PROGRAMS

television's one book library

STATIONS
NETWORKS

OVER 500
FACT PACKED
PAGES

**Just about everything . . .
. . . and anything . . . you need to know
about television is contained in the
TELECASTING Yearbook and Marketbook.
Its 500 pages, fully indexed,
contain tv business data available
in no other single source.**

TELECASTING
Yearbook and Marketbook

1954-55 TELECASTING Yearbook and Marketbook will be published in August. The cost is $5.00 per copy. Or you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.

BROADCASTING TELECASTING
1735 DeSales Street, Washington 6, D. C.

Here's my order for:

- ☐ **1954-55 TELECASTING Yearbook $5.00**
- ☐ **Annual BROADCASTING • TELECASTING subscription including 1954-55 TELECASTING Yearbook $9.00**

name ______________________ position ______
company name ______________________
address ______________________
city ______________ zone ______ state ______

Radio Proves Its Potency in Pierce Promotions

"RADIO remains a potent merchandising medium which is far from being on its last legs," asserted Eugene MacArthur, account executive of Harold Cabot & Co., Boston, agency for S. S. Pierce Co., Boston grocer and importer, as a result of the latter's two radio promotions.

S. S. Pierce sponsors the Charles Ashley quarter-hour news show three times weekly at 7:30 a.m. on WEEI Boston. For six shows during the weeks of June 7 and 14 a test offer was made of a free copy of the firm's house organ, *The Epicure*, and a "surprise."

The response to the offer was over 3,000 requests for *The Epicure* and the "surprise," which turned out to be a coupon good for a one-pound tin of S. S. Pierce Red Label Coffee ($1.33) with every purchase of $5 or more of S. S. Pierce brand foods in the company's eight retail stores. Several hundred coupons already have been redeemed. Requests came from places as far from Boston as Maryland and Canada, as well as every section in New England. The number of requests is considered exceptional for a one-station promotion in this area, Mr. MacArthur said.

The other promotion was handled during the week of June 21, when three broadcasts advertised four-pound pre-cooked chickens in tins for $1.62. Sales tripled during the week compared with a similar week last year when the chickens were on sale without any radio promotion.

Sales of 1,250 tins were directly traceable at retail to the radio promotion. This amount meant that the radio time cost was less than 20% of gross additional sales and less than 10% of overall gross sales.

In addition, although the promotion was aimed only at consumers, many of the over 700 dealers in New England who carry S. S. Pierce brands ordered the tinned chicken in quantity, asking for the "radio chicken."

As a result of the success of the two promotions, S. S. Pierce will extend its use of radio in the future, Mr. MacArthur said. Every week, a radio "leader," similar to the chicken, will be offered. Dealers will be notified two weeks in advance of what the radio special will be and what price the radio commercials will quote. Pierce will provide point-of-sale-aids so that dealers can tie in directly the radio promotion with in-store displays.

Liquor, the show has already produced "a phenomenal amount of fan mail," says Mr. Kenney.

HOLE-IN-ONE AWARDS

WXYZ-AM-TV Detroit, Mich., in the interest of golf in that area, plans to publicize all holes-in-one made in a regulation round of golf on a regulation course since July 1 of this year. A sterling silver belt buckle will be awarded by the station to every man or woman who makes an "ace," complete with that person's name, the name of the club and date of the score engraved on it. All resident golfers in the station coverage area will be eligible to receive the buckle. The pro or manager of each club will confirm all holes-in-one made on his course by submitting an attested card signed by members of the party.

GOP MEETING BROADCAST

LIVE broadcast of county Republican Committee endorsement meeting, which was styled after state and national conventions, was carried by WALL Middletown, N. Y., a "first" that station claims, in Orange County. The event ran three hours with WALL's mikes picking up all the speeches and the endorsement balloting. During routine portions of the meeting, newsmen commented on highlights, interviewed candidates and invited other reporters to participate in the broadcast, which lasted until midnight. The station reports favorable comments from listeners most of whom follow the program from beginning until end.

NO CANE NECESSARY

ANY PERSON in the Trenton, N. J., area needing rest or relaxation may join the "Sittin', Starin' and Rockin' Club" of disc m.c. Wes Hopkins of WTTM that city. The only requisite is a rocking chair. If you don't happen to have one, Mr. Hopkins advises a visit to grandmother and if no luck there you might try WTTM, where a drive for them is being conducted. Mr. Hopkins believes that in these days of hustle and bustle people don't take enough time for relaxation. So every morning during the club portion of his program a period of silence is observed. Claiming club membership of over 1,300, Mr. Hopkins explains, ". . . what better way is there to relax than to just sit, stare and rock in an old-fashioned rocking chair?"

CJON USES TELEPHONE BOOK

CJON St. John's, Nfld., lists its principal newscasts and a calendar on the back pages of St. John's and nearby telephone books. Station reports the calendar keeps people turning to the telephone book thus seeing the station's advertising.

'ZOO PARADE' IN PRINT

NBC-TV's *Zoo Parade* has been adapted to print as a weekly newspaper column being offered by Newspaper Features Syndicate Inc., Chicago. Marlin Perkins, conductor of the zoological series, writes the feature, now appearing in 12 major metropolitan papers. The newspaper adaptation consists of a column of copy plus a line drawing. Some papers add elaborate layouts and photos from the Sunday tv series.

WNYC JOURNALISM STUDY

WNYC-AM-FM New York featured leading American critics and journalists among the participants in its *Press Perspective* series, a detailed examination of American journalism, broadcast in a number of special programs during the week of July 25. A 30th anniversary jubilee event, the series is the sixth of ten "festivals" scheduled for 1954 in celebration of the station's founding in 1924. The purpose of the programs, defined by Seymour N. Siegel, director of radio communications for New York City, was to examine the "vital aspect of our democratic heritage" and "the history, function, influence and role of the press" with critical objectivity.

WTRF-TV BRINGS CLOWN

MORE than 6,000 persons crowded into the streets of Wheeling, W. Va., recently to see Clarabel, the clown featured on NBC-TV's *Howdy Doody*, present free shows there. Clarabel appeared through the cooperation of WTRF-TV that city and the Retail Merchants

WHEN Schindler's Jewelry Store ran five spots on KVTV (TV) Sioux City, Iowa, promoting a special golf clubs offer, nine KVTV staff members fell for their own commercials. Some 120 sets were sold in the exclusive KVTV promotion. L to r: kneeling—Gene Christianson and Arlo Lehr; standing—Mr. Schindler, store owner, and Ken Lawson, Johnnie White, Roger Miller, Gene Hays, John Anderson, Bob Baustone and George Hutchins all of the KVTV staff.

Paper Towel Copy

IN CONNECTION with the Hudson Paper & Pulp Co. sponsorship of a schedule of programs and spot announcements on WNBC-WNBT (TV) New York amounting to approximately $1 million in gross billings [B•T, June 14], the stations report they have completed a sales presentation for Hudson on a roll of paper towels. The presentation, prepared by Max Buck, director of advertising, sales promotion and merchandising, is said to be equivalent to 40 pages of copy on standard paper.

Div. of the Ohio Valley Board of Trade and was brought to the Wheeling-Steubenville area as part of a nation-wide tour by the Doughnut Corp. of America and the local distributors of Howdy Doody Ice Cream. In conjunction with the event the station sponsored a drawing and coloring contest for youngsters under 10 years of age. WTRF-TV ran drawings of Howdy Doody in three area newspapers and called attention to them with on-the-air announcements. Nearly 600 children entered the competition for a wrist watch and hat.

KDRO-TV INAUGURAL

INTERVIEWS with the public with the participants seeing themselves on a tv set highlighted the inaugural of KDRO-TV Sedalia, Mo. Following a U. S. Marine color guard opening and a short formal ceremony by the mayor of Sedalia and owner Milton Hinlein, the public was invited to visit the studios. People were interviewed on-the-air and allowed to see themselves on a tv set. A continuous line streamed through the studios during the four days of open house, according to the station. In addition, refreshments were served and a first hand look at the KDRO-TV in action was viewed.

WSBT-TV 'CINDERELLA WEEKEND'

NEW contest program, *Cinderella Weekend*, has been started by WSBT-TV South Bend, Ind. In progress for only two weeks the program now has a backlog of five weeks' contestants, according to the station. Each day four women appear on the show from which one is picked as winner. On Friday these winners appear and a weekly winner is chosen. The grand prize—an all-expense paid weekend trip for two to New York—is competed for by the weekly winners at the end of the month. Women in the South Bend area are chosen for the show on the basis of letters they write the station telling why "I want to go to New York City."

WNAO-TV COVERAGE INCREASE

REPORT, prepared by Avery-Knodel Inc., station representative, and distributed to advertisers and agencies, declares that the number of homes reached by WNAO-TV Raleigh, N. C., has increased 94% in the last few months as a result of the station's recent ten-fold increase in power and normal tv set sale. Titled "There Is Something New About Raleigh-Durham," it is the latest of five similar studies issued in as many months. The report includes detailed county market statistics and comparisons with previous market coverage and tv set circulation. It points out that during the past year of operation, WNAO-TV has evolved a format suited to the area through programs of three networks and its own locally produced shows which provide "front yard" reports of news, weather and community affairs.

— AWARDS —

SIX SHOWS NAMED BY 'SAT. REVIEW'

Public interests awards go to broadcast programs along with citations to others in advertising and allied fields.

SIX radio and television shows last week were selected by the *Saturday Review* in announcing its Second Annual Awards for Distinguished Advertising in the Public Interest. In all, 26 major corporations and industry associations were honored.

The radio and television programs selected, networks, sponsors, and citations, follow:

SEE IT NOW, CBS-TV, Aluminum Co. of America.

(For responsible journalism with fine institutional commercials. The sponsor has scrupulously maintained the correct relation with the directors of the program, has permitted skill, intelligence, and integrity to acquire a prominent place in television production.)

OMNIBUS, CBS-TV, Greyhound Bus Co., Scott Paper Co., American Machine & Foundry Co., Kelvinator.

(For willingness to underwrite above average content on television and to maintain correct relations between sponsor and program content, to associate themselves with a program which broke through established formulas to please the judicious without patronizing the larger public.)

NBC SYMPHONY WITH TOSCANINI, NBC-TV and Radio, Socony-Vacuum; NBC-TV OPERA, NBC-TV, NBC.

(For distinguished presentation of fine music by fine artists.)

50TH ANNIVERSARY SHOW, CBS-TV, NBC-TV, Ford Motor Co.

(For superb taste in presenting light, entertaining Americana on a national scale with no overt commercials.)

DING DONG SCHOOL, NBC-TV, General Mills.

(For genuinely motivated and socially constructive pre-school age show.)

The following programs were runners-up:

VOICE OF FIRESTONE, NBC, NBC-TV, Firestone Tire and Rubber Co. (now ABC, ABC-TV).

(For faithfully adhering to the standard of making available to the public, at a choice evening hour, the finest musical artists in a repertory from the light classics; and especially for gallantry above and beyond the call of a sponsor's duty, in maintaining this standard even at the cost of its place after many years on the NBC program schedule, and a resultant shift to the ABC network.)

THEATRE GUILD OF THE AIR, ABC-TV, United States Steel.

(For consistent production excellence with high-level commercials.)

HAMLET, AMAHL AND THE NIGHT VISITORS and other individual productions, NBC-TV, Hallmark Greeting Cards.

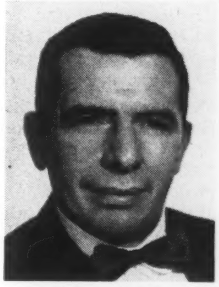
(For giving talented producers and players an opportunity to create serious and impressive works, original or classic; for honorable successes and for honorable mistakes.)

JAMES W. LUCAS (r), general manager, on behalf of KTAG-TV Lake Charles, La., accepts a citation of the Lake Charles Assn. of Commerce from J. Walker Owens, general manager of the association, for contributions to Lake Charles and southwest Louisiana during its seven and one-half months of operation.

— PROFESSIONAL SERVICES —

Meyers Forms Research Firm

PERRY MEYERS, research director of Allied Stores Corp. for the past nine years, has resigned to form his own research firm, Perry Meyers Inc., with headquarters at 7 Park Ave., New York. The organization will specialize in the analysis of changes in the consumer market affecting retailers, manufacturers and advertising media. A member of the New York Economic Council and the Textile Analysts Group, Mr. Meyers is a consultant to *Fortune* magazine on its "Changing American Market" series and chairman of the subcommittee on planning of regional shopping centers of the National Retail Dry Goods Assn. Committee on the Relations of Dynamic Retailing in the Modern Economy. He has been retained as economic consultant by the American Retail Federation.



MR. MEYERS

PROFESSIONAL SERVICES PEOPLE

David H. Utley, formerly public relations account executive, West-Marquis Inc., L. A., to Ettinger Co., Hollywood, as account executive.

Stanley Morris, formerly publicist with Columbia Pictures and United Artists, Hollywood, to Mickey Gross-Len Simpson, public relations firm, same city.

Madelyn Tuttle, producer, KCOP (TV) Hollywood, to staff, Gardner & Ross, Beverly Hills publicity and public relations firm.

Gladys Simon, formerly with publications dept., Douglas Aircraft Corp., L. A., and field director, Facts Consolidated, same city, to Gould, Gleiss & Benn Inc., marketing consultants, that city and Chicago, as assistant to president.

Julian Olenick, partner, Stempel-Olenick Agency, Beverly Hills, and **Irving Kumin,** owner of another Beverly Hills talent agency, form Kumin-Olenick Agency to represent tv talent, with offices at 355 N. Canon Dr. Telephone is Crestview 4-5221.

A. Harry Becker, Washington, D. C., radio-tv attorney, father of boy, July 20.

Arthur J. (Mickey) Freeman, publicist, Foladare, Greer and Bock, Hollywood publicity and public relation firm, father of boy, Brendan Michael.

Mrs. Benito Gaguine, wife of the Washington radio-tv lawyer, injured last fortnight when her car went out of control and struck a parked car and tree. Mr. Gaguine is a member of Fly, Shuebruk, Blume & Gaguine.

Josef Israels, Ruder & Finn, N. Y., public relations firm, died July 17.

PROFESSIONAL SERVICES

Howard G. Mayer & Dale O'Brien, Hollywood and Chicago public relations firm, incorporates as Mayer & O'Brien Inc., with Mr. Mayer as board chairman and Mr. O'Brien, in charge of Chicago office, as president. Paul Simqu remains manager of Hollywood office.

A. A. Schechter Assoc., New York public relations firm, moves to 17 E. 48th St. Telephone is Plaza 9-3420.

SAARLAND PIONEERS COMMERCIAL TV

European region's video will be counterpart of U. S. system.

SAARLAND, the small independent region between West Germany and France, is on its way to become Europe's first area with fullscale commercial television [B•T, June 21].

SAARLAND

Saarland television was launched early this year by Saarlaendische Fernseh A. G. and has since been operated under the name of Telesaar.

Telesaar has a weekly schedule of 16 hours, including 10 to 11 hours of feature films. Total weekly operation costs are from $23,800 to $28,570, and only small revenue is coming in yet from spot advertisements. This is due to the small power of the provisional transmitter which covers only the area of the town of Saarbruecken.

However, a second much more powerful transmitter will be constructed shortly. It will be at the Felsberg Mountain near Saarlouis, and according to the Stockholm European Frequency Plan the station will have a power of 100 kw.

The power of 100 kw will make Telesaar the only international commercial television station in Europe. It will reach well into France, West Germany and Luxembourg besides covering all of the Saarland.

A major stumbling block yet to be overcome by Telesaar is the different technical television systems used in France and Germany. While West Germany has adopted the 615-line system, France is using 819 lines.

Technically speaking, the problem of the two different systems can be solved by a simple adapter which actually is in use in some cases in the Saarland where both French and German stations can be received.

Up to now Telesaar has used the 819-line system but it is very likely that the company will do something about its 615-line audience in West Germany when the 100 kw station starts operations.

Telesaar has been seeking close connections to a television station project in Monte Carlo, Monaco. Monaco is the smallest independent European country, and there are plans to set up another continental commercial television station there soon. Close cooperation of the two stations has been promoted by Television Europeenne, Paris, France, a private company which is active in various fields of commercial television.

Shareholders of Telesaar are a group of 15 French, Belgian and American businessmen. The company is capitalized at about $43,000, and there are close connections to Radio Reklame G.m.b.H., a Saarland advertising agency which has sole radio advertising rights at the Saar radio stations, and the Saarlaendische Rundfunkverwaltung which is a semi-official body running the Saar radio stations.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

Canadian Viewing Report Shows U.S. Shows on Top

AMERICAN network and film shows, with local and network sports, ranked most popular with television viewers in the first week of July in most parts of Canada, according to the *Teleratings* report of Elliott-Haynes Ltd., Toronto.

CANADA

In the Toronto-Niagara district, where three stations now compete for the most densely saturated tv set audience in Canada (about half the sets in the country), WBEN-TV Buffalo still maintained the largest percentage of the audience. Top shows seen by Canadians on the Buffalo station were *Top Plays of 1954* rating 57.1, *Truth or Consequences* 54.6, *Kraft Theatre* 51.8, *Premier Theatre* 49.9 and *Summer Playhouse* 48.3.

On CBLT (TV) Toronto, the top shows were *Toast of the Town* 34.5, *Four Star Playhouse* 27.9, *Times Square Playhouse* 24.9, *Ladies Fastball* 24.3 (Canadian) and *Our Miss Brooks* 22.9. On CHCH-TV Hamilton, the top shows were *House of Chills* 14.3, *Feature Film* 13.6, *Charlie Chan Theatre* 12.2, *Inner Sanctum* 11 and *Kraft Theatre* 10.9.

In Montreal, with both English and French stations, top programs on CBMT (TV) (English) were *Four Star Playhouse* 81.4, *Toast of the Town* 79.9, *Life with Elizabeth* 73.3, *Duffy's Tavern* 73 and *Feature Film* 70.5.

At CBUT (TV) Vancouver, the top shows were *Swimming Trials* (Canadian) 43.9, *Our Miss Brooks* 39.3, *Living* 39.1 (Canadian), *Jackie Gleason Show* 37.9 and *Stock Car Races* 37.7 (Canadian).

Independent CFCM-TV on Air

CFCM-TV Quebec, ch. 4, went on the air July 22, the first independent tv station in

CANADA

Quebec province and the first in the province outside Montreal. The station will have both English and French language programs. Jos. A. Hardy & Co., Montreal, is exclusive Canadian representative.

MOHAMAD REZA ATEFI (c), director of the Tehran Air Forces radio station, examines the inside of a tv camera at WBTV (TV) Charlotte, N. C. Explaining the camera's operation are Frank Bateman (l), WBT-WBTV engineer, and Thomas G. Callahan, WBTV audio-video supervisor. The State Dept. arranged Mr. Atefi's tour through the station.

British Unions Threaten

A THREAT to retaliate if Hollywood unions stop American film companies from producing U. S. tv programs in Britain has been made by four British labor unions, representing all segments of that country's film making.

BRITAIN

The British unions are concerned with reports that the Film Council of the AFL was insisting that American productions in Britain be returned to the U. S. The statement pointed out that with the advent of British commercial tv, it was likely that even more American tv films would be used in Britain than in the past. However, it declared that "counter-measures" would be taken . . . "if the restrictionist attitude of the Hollywood council is maintained."

CJBR-TV Sets First Rates

CJBR-TV Rimouski, Que., ch. 3, scheduled to go on the air late this summer, has issued its first rate card with Class A time starting at $200 an hour.

CANADA

The station will have RCA equipment and a tower 1,257 ft. above sea level. Andre Lecomte,, manager of CJBR Rimouski, will also be manager of CJBR-TV, with Francois Raymond as program director. The station will be represented in Canada by Horace N. Stovin Ltd., Toronto, and in the U. S. by Adam Young Inc., New York.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Elliott-Haynes Taking Canadian Tv Set Count

A SURVEY is being made this summer throughout most of Canada by Elliott-Haynes Ltd., Toronto, to determine the number of tv homes in each area. Audience measurements are being made at Montreal for both English and French language groups (present estimate for the 75-mile Montreal area—166,000 sets), at Ottawa (38,500 sets are estimated with a 50-mile radius), at Toronto (180,000 tv homes), in the Hamilton-Niagara area (present estimate, 96,500 sets), in the Kitchener-Waterloo area (an estimated 22,500 sets), in London, Ont., and five surrounding counties (an estimated 27,000 sets), in Windsor, Ont. (opposite Detroit) and three counties (81,200 tv homes) and Vancouver (estimated 29,400 tv homes). Surveys also are to be made at St. John, Winnipeg and Sudbury. The complete report on tv homes in Canada will be ready in September.

CANADA

Six Agencies Join CARTB

SIX MORE advertising agencies have been enfranchised by the Canadian Assn. of Radio & Television Broadcasters, Ottawa, bringing the total to 59 Canadian and U. S. agencies. Latest agencies to be admitted are Nattal & Maloney Ltd., Montreal; S. W. Caldwell Ltd., Toronto; Garry J. Carter of Canada Ltd., Toronto; Ardiel Advertising Agency, Toronto; Dominion Broadcasting Co., Toronto, and Whitehall Broadcasting Co., Montreal.

CANADA

Canadian Code in Prospect

PLANS ARE UNDERWAY to set up an industry advertising code committee to pass on continuity which station managers feel exaggerates claims or is in bad taste. The advertising standards code committee of the Canadian Assn. of Radio & Television Broadcasters, under chairmanship of J. A. Hammond, CFCF Montreal, is now canvassing CARTB members on the establishment of the code committee.

CANADA

BBC Looks, Likes

AS PART of a two-week tour of American television facilities, a group of BBC executives inspected DuMont Network's New York Tele-Centre and reported "great interest" in the new features of the building. Executives revealed later that the proposed studio control room layout for BBC's new tv studios in White City, London, would be patterned after the Tele-Centre's split arrangement.

The BBC group included R. H. Howell, chief of building construction and maintenance; H. W. Baker, supervising engineer of the BBC's television studios; S. W. Watson, head of television design engineering; R. H. Mannons, head of television planning and installation, and Reginald Patrick, chief engineer for BBC's New York office. Guiding the group through the Tele-Centre were Rodney D. Chipp, DuMont's director of engineering; Harry C. Millholand, manager of technical operations, and John Morrisey, international division, Allen B. DuMont Labs.

Station Authorizations, Applications
(As Compiled by B • T)
July 22 through July 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

FCC Commercial Station Authorizations As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through July 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,589	2,573	144	164	129
Fm	559	534	42	8	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	250	308	558[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	262	117	379
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-one CPs (16 vhf, 75 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 32 already granted.

[4] Includes 590 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Portland, Ore.—Oregon Television Inc. granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,014 ft., above ground 280 ft. Estimated construction cost $413,579, first year operating cost $250,000, revenue $175,000. Post office address: 1003 Loyalty Bldg., Portland. Studio location: Block 92, Holladay's Addition. Transmitter location: 4854 S. W. 19th St. Geographic coordinates 45° 29′ 19″ N. Lat., 122° 41′ 40″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer John Mullaney, Washington. Principals include President **Henry A. White** (15.1%), former executive vice president and general manager of Commercial Iron Works, foundry and ship building firm; Vice President-Treasurer **Stephen Eberly**

THE MOST POWERFUL PRINCIPAL CITY TV COVERAGE IN THE MARKET!

IN THE DETROIT AREA

In the Detroit Area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,416,375 in which 82.7% of all families own TV sets. Of these 1,305,520 TV families 88.2% are covered by CKLW-TV channel 9, or a grand total coverage of 1,151,554 TV families.

CKLW-TV CHANNEL 9 325,000 WATTS

CKLW-TV
Guardian Bldg. • Detroit
Adam J. Young, Jr., Inc., National Rep.
J. E. Campeau President

Thompson (15.1%), lumber executive; Secretary **Robert L. Sabin** (7.6%), attorney; Director **Julius L. Meier Jr.** (22.6%), divisional merchandise manager, Meier & Franks Co., department store; **William A. Healy** (15.1%), vice president in charge of sales, Doernbecher Mfg. Co. Granted July 27.

Big Spring, Tex.—Big Spring Bcstg. Co. (KBST) granted vhf ch. 4 (66-72 mc); ERP 1.33 kw visual, 0.802 kw aural; antenna height above average terrain 323 ft., above ground 440 ft. Estimated construction cost $129,707.60, first year operating cost $144,000, revenue $150,000. Post office address P. O. Box 1632, Big Spring. Studio and transmitter location 600 Kentucky Way, Big Spring. Geographic coordinates 32° 15′ 16″ N. Lat., 101° 26′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **William J. Wallace** (40%); Vice President **Howard Barrett** (20%), general manager and 8% stockholder of KRBC Abilene, Tex.; Secretary-Treasurer **Lewis O. Seibert** (20%), owner of KGKL San Angelo, secretary-treasurer and 45% stockholder KPLT Paris, Tex. Granted July 22.

APPLICATION

Providence, R. I.—E. Anthony & Sons Inc., vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 882 ft., above ground 827 ft. Estimated construction cost $967,000, first year operating cost $800,000, revenue $1,000,000. Post office address 555 Pleasant St., New Bedford, Mass. Studio location to be determined. Transmitter location in Dighton town at the intersection of Williams & Wellington Sts. Geographic coordinates 41° 49′ 54.5″ N. Lat., 71° 09′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Applicant is owner and operator of WNBH-WNBR (FM) New Bedford, Mass., and WOCB-AM-FM West Yarmouth, Mass., publisher of *Standard-Times* in New Bedford and *Cape Cod Standard-Times* in Hyannis, Mass. Principals include President **Mayhew R. Hitch** (0.1%), former Probate Court judge; Vice President-Treasurer **Basil Brewer** (58.91%), publisher and manager of applicant's enterprises, and **Joseph P. Dunn** (5.94%), attorney. Simultaneously with the filing of this application, applicant requested deletion of its CPs for ch. 50 WBOS-TV Boston and ch. 28 WTEV-TV New Bedford. Filed July 26.

Existing Tv Stations . . .

ACTIONS BY FCC

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. granted mod. of CP for ch. 7 to change ERP to 170 kw visual and 89.1 kw aural. Granted July 19; announced July 27.

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. granted mod. of CP for ch. 12 to change transmitter location to 2.2 miles N. of Cohasset School on Cohasset Rd.; antenna height above average terrain 1,260 ft. Granted July 21; announced July 27.

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. granted mod. of CP for ch. 5 to change ERP to 28.2 kw visual, 15.1 kw aural; antenna height above average terrain 550 ft. Granted July 21; announced July 27.

WTVN (TV) Columbus, Ohio—WTVN Inc. granted mod. of CP for ch. 6 to change transmitter location to Obetz Rd. between Parsons Ave. and Lockbourne Rd.; antenna height above average terrain 570 ft. Granted July 22; announced July 27.

APPLICATION

WAGA-TV Atlanta, Ga.—Storer Bcstg. Co. seeks CP for ch. 5 to change transmitter location to Briarcliff Rd. near Emory Rd.; antenna height above average terrain 1,076. Filed July 27.

CALL LETTERS ASSIGNED

WTVY (TV) Dothan, Ala.—Ala-Fla-Ga Television Inc., ch. 9

WMFJ-TV Daytona Beach, Fla.—Telrad Inc., ch. 2.

WTVS (TV) Detroit, Mich.—Detroit Educational Television Foundation, noncommercial educational ch. 56.

WTVG (TV) Mansfield, Ohio—Fergum Theatres Inc., ch. 36.

WTVN-TV Columbus, Ohio—WTVN Inc., ch. 6. Changed from WTVN (TV).

New Am Stations . . .

ACTIONS BY FCC

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service granted 1570 kc 250 w daytime. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construction cost $9,228, first year operating cost $24,000, revenue $36,000. Mr. Daly is employed as general supply clerk at U. S. Naval Air Station, Memphis. Granted July 28.

Killeen, Tex.—Highlite Bcstg. Co. granted 1050 kc, 250 w, daytime; estimated construction cost $17,450, estimated first year operating cost $33,600, estimated first year revenue $52,800. Partners are **William A. Lee** (33⅓%), operating manager Arrow Coach Lines, Brownwood, Tex., and general manager-partner of Arroway Coaches, Brownwood; **A. W. Stewart** (33⅓%), chief engineer KBWD Brownwood, partner in Stewart & Stewart (radio consulting engineers), and 20% owner KSTA Coleman, Tex., KGNB New Braunfels, Tex., and in Eastland County Bcstg. Co. (applicant for station at Eastland, Tex.), and **Franklin T. Wilson** (33⅓%), general manager and 20% owner KGNB New Braunfels. Granted July 21.

Chippewa Falls, Wis.—Harold R. Murphy d/b as Chippewa Falls Bcstg. Co. granted 1150 kc, 1 kw daytime. Post office address % Charles E. Brennan, 3666 S. 17th St., Milwaukee. Estimated construction cost $22,850, first year operating cost $48,000, revenue $60,000. Mr. Murphy is president-50% owner North Shore Pub. Co., secretary-minority stockholder WMAW Menominee, Mich., WDUZ Green Bay, Wis.; secretary-treasurer-46.7% stockholder WIGM Medford, WPFP Park Falls, and WLDY Ladysmith, all Wis. Granted July 28.

APPLICATIONS

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co., 1340 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year operating cost $21,600, revenue $27,000. Mr. Darwin is owner of KPAS Banning, Calif. Filed July 22.

East Hartford, Conn.—Regional Bcstg. Co. (WACE Chicopee, Mass.), 1230 kc 250 w unlimited. Post office address 164 N. Elm St., Manchester, Conn. Estimated construction cost $19,300, first year operating cost $65,000, revenue $75,000. Principals include President **David Hayes** (⅓), and Treasurer **John S. Begley** (⅔). Filed July 22.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs., 790 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (½), pastor, and **Dr. D. N. Jackson** (½), president of Conway (Ark.) Baptist College. Filed July 22.

Columbia, Mo.—Cecil W. Roberts, 1580 kc, 250 w daytime. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $11,000, first year operating cost $30,000, revenue $40,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., KCRB Chanute, Kan., and WBLN-TV Bloomington, Ill. Filed July 26.

Vinita, Okla.—John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co., 1470 kc, 500 w daytime. Post office address % John Q. Adams, Box 495, Vinita. Estimated construction cost $14,841, first year operating cost $37,000, revenue $50,000. Principals include **John M. Mahoney** (½), appliance store owner, and **John Q. Adams** (½), attorney. Filed July 21.

Jackson, Tenn.—Dr. Alexander Leech and William E. Leech d/b as Jackson Bcstg. Co., 1460 kc, 1 kw daytime. Post office address Elks Building, Jackson. Estimated construction cost $15,500, first year operating cost $30,000, revenue $42,000. Principals include **Dr. Alexander Leech** (½), vetinary clinic, and **William E. Leech**, attorney. Filed July 21.

Existing Am Stations . . .

ACTIONS BY FCC

WCTA Andalusia, Ala.—Andalusia Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 920 kc, 1 kw day, 500 w night, directional. Granted July 28.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. granted CP to change from 1400 kc 250 w unlimited to 1310 kc 1 kw unlimited, directional. Granted July 28.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. granted mod. of CP to increase power from 100 w to 250 w on 1340 kc unlimited. Granted July 28.

KLRS Mountain Grove, Mo.—Kickapoo Prairie Bcstg. Co. granted mod. of CP to change transmitter location to State Hwy. A, 0.6 mile N. of Mountain Grove; studio location to corner of 9th St. and Hubbard Ave. in N.E. corner of Mt. Grove. Granted July 23; announced July 27.

KLIQ Portland, Ore.—Mercury Bcstg. Co. granted authority to remain silent for period of 90 days from July 12. Granted July 23; announced July 27.

KNEW Spokane, Wash.—Inland Empire Bcstg. Co. granted CP to change to directional night on 790 kc 5 kw unlimited. Granted July 28.

Existing Fm Station . . .

ACTION BY FCC

WJTN-FM Jamestown, N. Y.—James Bcstg. Co. granted request to cancel CP to move antenna. Granted July 19; announced July 27.

Ownership Changes . . .

ACTIONS BY FCC

KWID (1 and 2) San Francisco, Calif., Associated Bcstrs. Inc.—Granted assignment of CP's of these two international broadcast stations, both in San Francisco, to International Bcstg. Corp. All stock in both corporations is owned by Wesley I. Dumm. Granted July 22.

Aurora, Colo.—Arline S. Hodgins granted voluntary assignment of permit for new am station on 1430 kc to David M. Segal tr/as Mid-America Bcstg. Co. for $3,000. Mr. Segal is owner of KUDL Kansas City, Mo., KDKD Clinton, Mo., 77½% owner WGUM Greenville, Miss., and 79% owner KTFS Texarkana, Tex. Granted July 28.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. and Egmont Sonderling d/b as Village Bcstg. Co. granted voluntary assignment of license to Richard Goodman, Mason Loundy and Egmont Sonderling d/b as Village Bcstg. Co. through sale of 35% interest by Oak Park Arms Hotel to Richard Goodman for $39,952. Mr. Goodman will now own 55%. Granted July 23; announced July 27.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted assignment of CP for ch. 12 to Byron J. Dunn, Trustee, with eventual operation by the U. of Nebraska, which is not prepared to assume direct ownership presently. Granted July 28.

WSYR-AM-FM-TV Syracuse, N. Y.—Central N. Y. Bcstg. Corp. granted voluntary relinquishment of control by Samuel I. Newhouse through sale of 44.6% interest to his sons Samuel I. Newhouse Jr. and Donald E. Newhouse for $563,500. Mr. Newhouse will now own 44.1% interest and his sons will each own 26.6% interest. Granted July 19; announced July 27.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga.,
LAmar 2036

HERBERT STEWART
TELEVISION CONSULTANT
Experienced In All Phases
• Applications
• New Stations
• Established TV Stations
P. O. Box 2440 Phone 26262
Miami, Florida

WGLV (TV) Easton, Pa.—Easton Pub. Co. granted assignment of CP for uhf ch. 57 to wholly owned subsidiary WGLV Inc. Granted July 23; announced July 27.

WIAC Santurce, P. R.—Radio Station WIBS Inc. granted voluntary relinquishment of control by Jose E. del Valle through sale of 12½% interest for $15,000 to WIAC chief engineer Tomaz Muniz who will now own 25% interest. Granted July 19; announced July 27.

WBEU Beaufort, S. C.—Louis M. Neale Jr. and John M. Trask d/b as Beaufort Bcstg. Co. granted assignment of license to Beaufort Bcstg. Co. for $20,900. John M. and Flora G. Trask will now be sole owners. Granted July 28.

WTSK-TV Knoxville, Tenn.—Tv Service of Knoxville Inc. granted assignment of license for uhf ch. 26 facility to South Central Bcstg. Corp. (WIKY-AM-FM Evansville, Ind.) for assumption of obligations in amount not exceeding $216,500. Principals include President **John A. Engelbrecht** (39.6%); Vice President **George F. Stoltz** (39.6%), and Secretary-Treasurer **Eileen O. Stoltz** (0.5%). Granted July 28.

APPLICATIONS

KOCS, KEDO-FM Ontario, Calif.—The Daily Report Co. seeks voluntary assignment of license to identical stockholders and James Quay House who purchases 2% interest from Mrs. Jerene Appleby Harnish for $9,854. Mr. Quay is managing editor of *The Daily Report*. Filed July 23.

WJBF Augusta, Ga.—Georgia-Carolina Bcstg. Co. seeks voluntary assignment of license to Media Inc. for $125,000. Principals include President **V. E. Fountain Sr.** (30%), president-36% stockholder WCPS-AM-FM Tarboro, N. C., and 16% stockholder WOXF Oxford, N. C.; Vice President-Treasurer **J. T. Snowden Jr.** (15%), manager WCPS, and Secretary **H. Vinxon Bridgers** (15%), attorney. Filed July 23.

KFWR Grangeville, Idaho—Far West Radio Inc. seeks voluntary transfer of control of permittee to Hub and Helen H. Warner through purchase of ⅔ interest from Eugene Pournell and James S. Cooper for $803. Hub Warner is radio announcer KSPO Spokane, Wash., and Helen Warner is radio communications specialist for CAA. Filed July 22.

KMDO Ft. Scott, Kan.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek voluntary assignment of CP to Lloyd C. McKenney tr/as Ft. Scott Bcstg. Co. Upon dissolution of partnership Mr. Daly receives KDMO Carthage, Mo., and Mr. McKenney also receives KRMO Monett, Mo. Filed July 21.

KDMO Carthage, Mo.—Lloyd Clinton McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek voluntary assignment of license to John Joseph Daly tr/as Carthage Bcstg. Co. This is dissolution of partnership with Mr. McKenney receiving KRMO Monett, Mo., and KMDO Ft. Scott, Kan. Filed July 21.

KRMO Monett, Mo.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek assignment of license to Lloyd C. McKenney tr/as Monett Bcstg. Co. This is part consideration of the dissolution of the partnership with Mr. Daly receiving KDMO Carthage. Mr. McKenney also receives KMDO Ft. Scott, Kan. Filed July 21.

Hearing Cases . . .

INITIAL DECISION

Notre Dame-South Bend, Ind.—New tv, uhf ch. 46. FCC Hearing Examiner Basil P. Cooper issued his initial decision looking towards grant of the application of Michiana Telecasting Corp. for permit to construct new television station on ch. 46 serving the Notre Dame-South Bend, Ind., area, with principal studio at Notre Dame, Ind., and denial of competing application of South Bend Bcstg. Corp. Action July 28.

OTHER ACTIONS

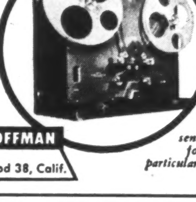
KNGS Hanford, Calif.—FCC, by order, granted petition of the Chief of the Broadcast Bureau to modify issues and add Station KXXL Monterey, Calif., as a party to the proceeding in re application of KNGS Hanford, Calif., for CP to increase power from 5 kw to 1 kw operating on 620 kc, which was designated for hearing Feb. 24. Action July 26.

Daytime Skywave Proceeding—FCC changed the date for filing comments from Aug. 2 to Oct. 15 and the date for filing replies to Nov. 1. Action July 22.

WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television



STANCIL-HOFFMAN

921 N. Highland Hollywood 38, Calif.

send for particulars

Jacksonville, Fla.—Ch. 12 proceeding. FCC, by memorandum opinion and order, granted an appeal by Florida-Georgia Television Co. from an examiner's order denying its petition for leave to amend its tv application to change antenna height from 549 to 1,000 ft., and accepted the proffered amendment. Florida-Georgia is in consolidated proceeding with applications of City of Jacksonville and Jacksonville Broadcasting Corp., for ch. 12 in Jacksonville, Fla. Action July 23.

Miami, Fla.—Ch. 10 proceeding. FCC denied petition by Public Service Television Inc., which sought reconsideration of a Commission Order of June 17 denying a petition to review a hearing examiner's action of April 13 in granting motion by L. B. Wilson Inc., to strike reference to Public Service color studio technical equipment in proceeding involving four competing applications for new tv station on ch. 10 in Miami, Fla. Action July 23.

WINT (TV) Waterloo, Ind., Tri-State Television Inc.—By memorandum opinion and order, denied protest of WKJG-TV Fort Wayne, Ind. (ch. 33), filed June 23, directed against Commission's grant on June 11, of the application of Tri-State Television Inc. for an extension of time to complete construction WINT (TV), ch. 15, Waterloo, Ind. Action July 22.

St. Louis, Mo.—Ch. 11 proceeding. FCC by Memorandum Opinion and Order (1) denied motion of Ozark Television Corp. requesting dismissal of application of Columbia Broadcasting System; (2) denied motion of CBS for deletion of issues "1" and "2" relating to CBS; (3) granted motion of Ozark to intervene providing that its participation be limited to the issues set forth in its petition for intervention; and (4) denied motion be Ozark for enlargement of issues to include one with respect to Sec. 3.658(f). Commissioners Bartley and Doerfer dissented.

By separate Orders of same date, denied following petitions by St. Louis Amusement Co. (1) request for review of examiner's order striking supplemental program data filed by petitioner; (2) request for review of examiner's denial of petition for prior and separate hearing on issues "1" and "2"; and (3) request for dismissal of St. Louis Telecast Inc., application. Action July 26.

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Memorandum Opinion and Order denied petition filed by Greater Erie Bcstg. Co. to enlarge hearing issues with respect to comparative engineering proposals of Greater Erie and WKBW-TV Inc., in consolidated proceeding involving these applications and Great Lakes Television Inc., for ch. 7 in Buffalo, N. Y. Action July 23.

KSPI Stillwater, Okla.—FCC by Order granted petition of the Chief of the Broadcast Bureau to modify an issue and add KANS Wichita, Kan., as a party to the proceeding in re application of KSPI Stillwater, Okla., to change from 780 to 1490 kc, and hours of operation from daytime to unlimited, which was designated for hearing Feb. 17. Action July 26.

Proposed fm Channel for Jasper, Ind.—Proposed rule making to amend the Revised Tentative Allocation Plan for Class B fm broadcast stations to delete ch. 284 from Louisville, Ky., and assign that channel to Jasper, Ind. Comments may be filed on or before August 27. Action July 28.

Huntington, W. Va.—Ch. 13 proceeding. FCC granted July 6 petition by Huntington Bcstg. Corp. requesting dismissal of its application for new tv station on ch. 13 in Huntington, W. Va.; further ordered application by Greater Huntington Bcstg. Corp. for same facilities retained in hearing status. Action July 23.

Routine Roundup . . .

July 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Erie, Pa., Dispatch Inc.—By memorandum opinion and order, granted motion for deferral, to the extent that the hearing now scheduled for July 28 is continued to Sept. 15, and ordered that counsel for the Chief Broadcast Bureau and Dispatch Inc. are directed to exchange memoranda of law on the Petition for Information, etc., and Motion to Defer Hearing (insofar as the latter seeks information) by Aug. 6, the time within which Bureau counsel may file oppositions (to be comprehended within its memorandum) being extended from July 22, and oral argument on the Petition for Information, Motion to Defer Hearing and oppositions is scheduled for Aug. 9 (Docket 11048; BPCT-42).

By Hearing Examiner Annie Neal Huntting

Fort Worth, Tex., Texas State Tv Network Inc.; Forth Worth Tv Co.—Ordered that the balance of the proceeding in re ch. 11 shall be conducted under the revised hearing procedures released on July 15; that the motion to strike filed by Texas State and other related pleadings are dismissed as moot, and that further conferences and hearing shall be held as follows: Aug. 26, conference for purposes set forth in Sec. 1.813 of the rules as revised; Oct. 1, exchange of exhibits; Oct. 15, conference after exchange of exhibits, and Oct. 25, hearing for receiving exhibits and taking testimony (Dockets 10872, 74).

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co.—Granted petition of Muhlenberg for leave to amend its application to change frequency from 1380 to 1600 kc, to change location of proposed transmitter site, and removal of application as amended from hearing docket (Docket 11028; BP-9174); also removed from hearing docket application of Central City-Greenville (Docket 10849; BP-8951).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—Granted petition of KFJI for leave to amend its application for ch. 2 to delete all reference to H. Richard Maguire, etc. (Dockets 10980-81).

By Hearing Examiner Fanney N. Litvin

Hartford, Conn., The Travelers Bcstg. Service Corp.; Hartford Telecasting Co.—On motions of applicants ordered that the transcript of testimony in proceeding in re ch. 12 (Dockets 8621, 10699), be corrected as shown.

By Hearing Examiner James D. Cunningham

Granted petition of South Florida Television Corp., Miami, Fla., for extension of time to Aug. 16, 1954, in which to file proposed findings in re applications for ch. 7 and further ordered that the time within which each party will submit replies to proposed findings of the others, is extended to Sept. 7, 1954 (Dockets 10854 et al.).

By Hearing Examiner Elizabeth C. Smith

By memorandum opinion and order ordered that Loyola University furnish counsel for James A. Noe and Co., on or before Aug. 31, 1954, a statement by Father W. Patrick Donnelly, president of Loyola U., setting forth the extent of control, if any, which has been, is now or would be exercised by the Society of Jesus or by the Roman Catholic Archdiocese of New Orleans over Loyola U., insofar as such control relates in any manner whatsoever to the construction and operation of proposed television station contemplated by application of Loyola U. in re proceeding for ch. 4 in New Orleans (Dockets 8936 et al.); further ordered, that on the same date, a statement be furnished to same counsel, listing all radio broadcast (am, fm and tv) stations and other media of mass communication under common control, directly or indirectly, with Loyola U., its officers or directors. Except for the data hereinbefore ordered to be furnished, denied motion of James A. Noe and Co.

July 23 Applications

ACCEPTED FOR FILING

Modification of License

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Mod. of license to change name of licensee

BMI "Pin Up" Hit

I'M A FOOL TO CARE

RECORDED BY

LES PAUL and MARY FORD . . Capitol

PUBLISHED BY

PEER INTERNATIONAL CORP.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

to Wilkins Broadcast Inc. (BML-1594).

KRIO McAllen, Tex., Frontier Bcstg. Co.—Mod. of license to change name of licensee to Valley Bcstg. Co. (BML-1593).

Modification of CP

KBIE-TV Sacramento, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1007) as mod., which authorized new tv station for extension of completion date to 5-1-55 (BMPCT-2309).

WNLC-TV New London, Conn., The Thames Bcstg. Corp.—Mod. of CP (BPCT-1217) as mod., which authorized new tv station for extension of completion date to May 1955 (BMPCT-2312).

WCTV (TV) Thomasville, Ga., E. D. Rivers Sr.—Mod. of CP (BPCT-1254) which authorized new tv station for extension of completion date to 2-23-55 (BMPCT-2308).

WPMT (TV) Portland, Me., The Portland Telecasting Corp.—Mod. of CP (BPCT-1528) as mod., which authorized new tv station for extension of completion date to 11-15-54 (BMPCT-2311).

License for CP

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—License to cover CP (BPCT-890) as mod., which authorized changes in existing tv station. Transmitter location specified as 3316 Germantown St., Dayton (BLCT-220).

Modification of CP

WCMB-TV Harrisburg, Pa., Rossmoyne Corp.—Mod. of CP (BPCT-966) as mod., which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2315).

KGBS-TV San Antonio, Tex., San Antonio Bcstg. Co.—Mod. of CP (BPCT-832) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 2-19-55 (BMPCT-2313).

July 26 Applications

ACCEPTED FOR FILING

Modification of CP

WMEN Tallahassee, Fla., WMEN Inc.—Mod. of CP (BP-8190) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6593).

KLOQ Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6594).

Remote Control

WCLD Cleveland, Miss., Voice of the Delta—(BRC-459).

WWNH Rochester, N. H., Strafford Bcstg. Corp.—(BRC-460).

WVJP Caguas, P. R., Borinquen Bcstg. Co.—(BRC-461).

Renewal of License

WPWA Chester, Pa., Lou Poller—(BR-1810).

WBUX Doylestown, Pa., Charles M. Meredith—(BR-2095).

WROV Roanoke, Va., Radio Roanoke, Inc.—(BR-1502).

WETZ New Martinsville, W. Va., The Magnolia Bcstg. Co.—(BR-2918).

Application Returned

KBSF Springhill, La., Springhill Bcstg. Co.—License to cover CP (BP-8160) as mod., which authorized new standard broadcast station.

Modification of CP

KIVA (TV) Yuma, Ariz., Valley Telecasting Co.—Mod. of CP (BPCT-1600) as mod., which authorized new tv station for extension of completion date to 12-25-54 (BMPCT-2318).

WELI-TV New Haven, Conn., Connecticut Radio Foundation Inc.—Mod. of CP (BPCT-456) as mod., which authorized new tv station for extension of completion date to 8-24-55 (BMPCT-2319).

WTVO (TV) Rockford, Ill., Winnebago Television Corp.—Mod. of CP (BPCT-1052) as mod., which authorized new tv station for extension of completion date to 8-24-55 (BMPCT-2316).

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of CP (BPCT-807) as mod., which authorized changes in facilities of existing tv station for extension of completion date from 9-1-54 (BMPCT-2323).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-940) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 1-28-55 (BMPCT-2321).

WQCY (TV) Allentown, Pa., Queen City Television Co.—Mod. of CP (BPCT-1001) as mod., which authorized new tv station for extension of completion date to 4-10-55 (BMPCT-2325).

WLBR-TV Lebanon, Pa., Lebanon Television Corp.—Mod. of CP (BPCT-1011) as mod., which authorized new tv station for extension of completion date from 8-26-54 (BMPCT-2320).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. of CP (BPCT-772) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 12-1-54 (BMPCT-2324).

WROW-TV Albany, N. Y., Hudson Valley Bcstg. Co.—Mod. of CP (BPCT-389) as mod., which authorized new tv station for extension of completion date to February 1955 (BMPCT-2310).

July 26 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—Granted petition insofar as it requests dismissal of its application; and said application (Docket 11018; BP-9058) was dismissed with prejudice. (Action of 7/20.)

Passed over request of Westinghouse Radio Stations Inc., Portland, Ore., applicant for ch. 8, to dismiss petition for clarification of order (Dockets 9138 et al.). (Action of 7/20.)

Chief Broadcast Bureau—Granted petition for extension of time to and including Aug. 2, 1954, within which to file a response to petition by Midwest Bcstg. Co., Milwaukee, Wis., protesting grant of application of Milwaukee Area Telecasting Co. (Docket 10793; BPCT-1578). (Action of 7/21.)

Boston, Mass., Mass. Bay Telecasters Inc.—Granted petition for an extension of time to and including July 23, within which a reply may be filed to petitions of Matheson Radio Co. in proceeding re ch. 5 (Dockets 8739 et al.). (Action of 7/21).

Biloxi, Miss., WLOX Bcstg. Co.—Granted petition for an extension of time to and including Sept. 1, within which to file exceptions to initial decision re ch. 13 (Dockets 10844-45). (Action of 7/21).

By Hearing Examiner Herbert Sharfman

Latrobe, Pa., Latrobe Bcstrs.—Granted request for continuance of hearing from Aug. 2 to Aug. 30 in re application for am CP (Docket 10428).

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WMPS Inc.—Granted petition for extension of time from July 26 to July 30, 1954, in which to file proposed findings in proceeding re ch. 3 (Dockets 10761-62).

- We have a multitude of buyers for radio and television stations.
- Competitive conditions change. Tax advantages are often overlooked.
- We invite station owners who might care to explore the possibilities of disposing of their properties to communicate with us.

R. C. CRISLER & CO.

Radio — Television — Station Brokers

Union Trust Bldg.,
Cincinnati 2, Ohio
Dunbar 7775

Room 1000 - 41 E. 42nd St.
New York City
Murray Hill 7-8437

NEGOTIATIONS — FINANCING — EVALUATIONS

July 27 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 23

Granted License

WTMJ-TV Milwaukee, Wis., The Journal Co. (The Milwaukee Journal)—Granted license covering changes in existing tv station (BLCT-158).

Remote Control

Granted authority to the following stations to operate transmitters by remote control: WWNH Rochester, N. H.; WVJP Caguas, P. R.; WCLD Cleveland, Miss.

Modification of CP

The following stations were granted extension of completion dates as indicated: WKVM San Juan, P. R., to 1-25-55, condition; KIVA Yuma, Ariz., to 1-25-55; WCTV (TV) Thomasville, Ga., to 2-23-55; WCMB-TV Harrisburg, Pa., to 2-23-55; KCTS (TV) Seattle, Wash., to 2-23-55.

Actions of July 22

Granted License

WSEI Effingham, Ill., Illinois Bcstg. Co.—Granted license for fm station; ch. 239 (95.7 mc); 20 kw (BLH-976).

WMFR-FM High Point, N. C., Radio Station WMFR Inc.—Granted license covering changes in fm station (BLH-984).

WXYZ-FM Detroit, Mich., WXYZ Inc.—Granted license covering changes in fm station (BLH-985).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WOPI-FM Bristol, Tenn.; WDEC Americus, Ga.; WMUU Greenville, S. C.; KWEW Hobbs, N. M.; WMFS Chattanooga, Tenn.; WOKJ Jackson, Miss.; WISR Butler, Pa.; WEDO McKeesport, Pa.; WKOA Hopkinsville, Ky.; KJCK Junction City, Kan.; KSLV Monte Vista, Colo.; KRSD Rapid City, S. D.

Modification of CP

The following stations were granted extension of completion dates as shown:

WRTV (TV) Asbury Park, N. J. to 2-1-55; WERE-TV Cleveland, Ohio, to 2-17-55; WWJ-TV Detroit, Mich. to 2-1-55; WPGT (TV) Clearwater, Fla. to 2-2-55; KTAG-TV Lake Charles, La. to 2-17-55; WPMT (TV) Portland, Maine, to 2-16-55; WHP-TV Harrisburg, Pa. to 2-18-55; WNLC-TV New London, Conn. to 2-18-55; KGBS-TV San Antonio, Texas to 2-19-55; KBIE-TV Sacramento, Calif. to 2-15-55.

Actions of July 21

Granted License

WDQN DuQuoin, Ill., Ava Bcstg. Co.—Granted license covering changes in studio and transmitter locations (BL-5363).

Remote Control

KEXX San Antonio, Tex., Leal Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown:

KFSD-TV San Diego, Calif. to 2-18-55; KHOL-TV Kearney, Neb. to 2-16-55; WIS-TV Columbia, S. C. to 2-11-55; KTNT-TV Tacoma, Wash. to 2-19-55; KXYZ-TV Houston, Tex., to 2-17-55; WJTV Jackson, Miss. to 2-12-55.

Actions of July 20

Granted License

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—Granted license covering changes in antenna system (BL-5353). Also granted license for new transmitter (BL-5354).

KLAN Cordova, Alaska, Northern Light Bcstg. Corp.—Granted license for am broadcast station; 1450 kc, 250 w, S.H. (BL-5296).

KBOR Brownsville, Tex., Brownsville Bcstg. Co.—Granted license covering changes in nighttime directional antenna (BL-5219).

Remote Control

The following were granted authority to operate transmitters by remote control:

KCXY Gila, Ariz.; WALB Albany, Ga.; WCLI-FM Corning, N. Y.

Modification of CP

The following were granted extension of completion dates as shown:

WLWC (TV) Columbus, Ohio to 2-12-55; WRNY-TV Rochester, N. Y. to 2-1-55; WKAR-TV East Lansing, Mich., to 2-15-55; KTVQ (TV) Oklahoma City, Okla. to 2-11-55; WTHI-TV Terre Haute, Ind. to 2-12-55; WPAG-TV Ann Arbor, Mich. to 2-11-55; WLOS-TV Asheville, N. C. to 2-9-55; WCBF-TV Rochester, N. Y., to 2-10-55.

Actions of July 19

Granted License

WJBS DeLand, Fla., John B. Stetson U.—Granted license covering increase in height of am antenna (BL-5355).

WNVA Norton, Va., Blanfox Radio Co.—Granted license covering changes in facilities and in-

(Continued on page 97)

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
xecutive Offices
1735 De Sales St., N. W.
ffices and Laboratories
1339 Wisconsin Ave., N. W.
ashington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

ommercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
NTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

OWELL R. WRIGHT
Aeronautical Consultant
ormerly Department of Commerce—C.A.A.
ember Washington Airspace Subcommittee)
Offers a specialized consulting service
to the Radio and Television Industry
on aeronautical problems created by
tower construction.
F. D. No. 2, BOX 29, HERNDON, Va.
uburban Washington, D. C.) Tel.: 114-M

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE *

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH 6, D

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Need top-notch local sales manager. Established 5,000 watt Mutual station. NBC-ABC-DuMont tv. Midwest. Real opportunity for experienced, hard hitting, energetic person. Send complete resume of background, experience, availability and salary desired. Box 139E, B•T.

Midwest radio-tv operation needs director of operations to coordinate both organizations. 5,000 watt Mutual. 100,000 watt NBC-ABC-DuMont tv station. Send complete information Box 141E, B•T.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Radio salesman-announcer for estabished 1 kw southern indie. Good salary and commission if you are looking for a permanent position. Send qualifications, references, family status and salary expected. Box 163E, B•T.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman. Some announcing. Commission and salary. WLRP, New Albany, Indiana.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Combo-announcer-engineer: (1st class license) First class announcer. Midwest independent, market 300,000; excellent working conditions. State general information on background and experience. Send tape. Box 115E, B•T.

Western Pennsylvania, network affiliate, needs experienced announcer, capable of handling phone requests during nighttime DJ, personality show. Must have ability to write and deliver local news. Box 154E, B•T.

Announcer, first phone for combination operation with one of the south's fastest growing multiple ownership operations. Top salary for right man. Supply tape, picture and full particulars with first letter. Box 186E, B•T.

5,000 w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer and combo needed. 100 watt fulltime MBS station located in progressive Gulf Coast. Excellent opportunity for outstanding announcer. Send photo and tape to KIOX, Bay City, Texas.

Anouncer for network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, La.

One play-by-play, three announcers, one continuity writer by station expanding staff for am-tv operation. Personal interview necessary. Ken Gilmore, KPLC, Lake Charles, La.

Wanted by Sept. 1, combination sportscaster-salesman. Send audition and data to KPUG, Bellingham, Washington.

Help Wanted—(Cont'd)

Experienced capable announcer, well educated, able type, who wishes to work into sales, permanent position, send picture, full particulars. Airmail audition, salary desired, CBS, Wyoming Pioneer station KSPR, Casper, Wyoming.

Need top-notch DJ who can do acceptable newscast. Excellent working conditions and salary. Send audition of news and DJ work to Bill Edgar, Program Director KTRN, Wichita Falls, Texas.

Opening Sept. 1, first class engineer-announcer. Top announcing ability necessary. $90 week. KUDL, Kansas City, Missouri.

5000 watt station in west Michigan, has an opening for combination announcer-engineer, first phone required. Pleasent working conditions and a salary of $82.50 per week to start. Emphasis on both engineering and announcing, send tape and resume, to John Hunter, Chief Engineer, WKNK, Muskegon, Michigan.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

News sportscaster. Emphasis gathering, writing, delivering local news. WLRP, New Albany, Indiana.

Experienced announcer, ability to sell merchandise on the air necessary. Competitive Washington metropolitan market. Send disc or tape and resume first letter, WPIK, Alexandria, Virginia.

Combination announcer-copywriter — 5,000 watt independent daytime station, east Tennessee. Mail information on background plus recent photograph to Box 227, Kingsport, Tennessee.

General staff announcer, experienced for new midwest dayliter. Send tape, data, to Box 191, Nevada, Mo. Pay above average.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

First class licensed engineer for am-fm transmitter located in northern Ohio. Possibility of tv future. Permanent position open immediately. Box 95E, B•T.

Transmitter engineer, no announcing. $65.00 for 44 hours. 1000 watts, fulltime, eastern seaboard. Send full particulars and photograph in first letter. Box 166E, B•T.

Engineer, with 1st class license, for 1,000 watt educational radio station. Write Edward J. Slack, KUSD, Vermillion, South Dakota, for details.

Chief engineer, 250 watt independent: New equipment, light maintenance, 30 hour announcer shift. Give background, photo, tape and salary requirements, WDSR, Lake City, Florida.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Traffic or continuity girl experienced for midwest. Give complete background experience. Box 96E, B•T.

Program director with experience. Give complete details, references and recent snapshot. Box 97E, B•T.

Help Wanted—(Cont'd)

Girl wanted to handle traffic. Must have experience in am or tv. Excellent opportunity for versatile girl in Pennsylvania's NW new uhf station. Box 132E, B•T.

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough to work first before becoming an executive, you may be the man I'm seeking. The reason you would leave your present job is that there is no opportunity for advancement there. You've had at least five years experience as an announcer and you have proven programming ability. You're promotion minded . . . you're sales-minded, with a thorough knowledge of small station operations. Fact is you're probably from a small town in the south or perhaps out west. You're also an older man, married and college educated. You also like people and they like you. If this sounds like you, there's a real opportunity here with an old established 1000 w CBS affiliated in the Middle Atlantic area. Here you would oversee and train announcers and announce at least 20 hours a week yourself. You would supervise traffic, work remotes (sports and public service; misc. sales programs); initiate, build and supervise saleable programs, and be available for public appearances in the interest of the station. If you know you can meet these requirements and know you want to become an integral part of a community as well as a station, then give full particulars in first letter. Write Box 200E, B•T.

Nebraska new editor. Gather, write, broadcast local news . . . general news editing. Must have news background. Write for application form. Gene Ackerley, KCOW, Alliance, Nebraska.

5,000 watt NBC station needs an experienced continuity writer, male or female. Pleasant working conditions, retirement income plan, insurance benefits. Send detailed letter, photograph, salary required, references, etc., to Doug Gary, KVGB, Great Bend, Kansas. Prefer someone from middle-west.

Wanted yesterday: Miss America, IQ of 200, madly in love with daybook makeup and copywriting, no marriage plans, work for peanuts till midnight. If you offer 50% of this delicious dream, contact WELM, Elmira, New York, quick.

Commercial copywriter, male or female. Experience helpful but intelligence and imagination more valuable. WTVB, Coldwater, Michigan.

Television

Help Wanted

Managerial

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Technical

Television engineers: Southeastern Michigan vhf desires experienced tv studio, maintenance and transmitter engineers. Ideal working conditions. State qualifications, education, references and salary desired. Write Box 202E, B•T.

Television electronic technician. Immediate opening. Kinescope recording. Experience desired. Will consider video experience and then train for kinescope. Attractive position. Write or wire H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Photographer-writers. Two young men, probably single, at least free to travel continuously throughout U. S. for well known national organization that produces community tv shows of industry, schools, churches, parks, etc. Write for complete details. Box 118E, B•T.

Newsman and farm reporter combination. Must be midwesterner with experience and authority. Send resume and picture to Box 135E, B•T.

Here's a real opportunity as executive producer for NBC-ABC-DuMont tv station in midwest. Unlimited possibilities. Send complete background, experience, salary desired and availability. Box 140E, B•T.

Situations Wanted

Managerial

Good right hand! Now station manager leading tv operation market of half-million. Solid background in program, promotion, sales. Know agencies, advertisers, networks coast-to-coast. Stable broadcast history covering 14 years. Forced seek relocation by family health problems. Right for station manager, commercial manager, top assistant. Finest references and full endorsement of present company. Box 138E, B•T.

Situations Wanted—(Cont'd)

Sales-promotion manager—with ideas to sell. Presently employed 250 indie. Station has shown steady increase since my arrival. Verification of this available from present employer. Ready for larger market. 29 years old, married. Box 144E, B•T.

Hard selling assistant manager, sober family man, wants sales manager southern or central California. Eight years radio managerial, sales, writing. Box 171E, B•T.

I've delivered! 13 years as sales manager-station manager with three major market stations. Nine years one city. Now employed manager am also sales manager am and tv, top eastern market. Thorough practical experience every phase radio-tv. College and business administration graduate. Happily married, two children. Change not imperative. Contemplating move, personal reason. Box 175E, B•T.

I can prove that your organizational need will be fulfilled, be it sales, administration or programming. A much experienced, valuable man, aggressive, industrious and flexible seeks a greater radio-tv opportunity. Write Box 191E, B•T.

General manager thoroughly experienced major market station manager, now employed in the south, desires change. Have designed two vhf and uhf stations. Have been salesman, sales manager and general manager. Excellent New York agency contacts. Box 192E, B•T.

Outstanding northern Wisconsin radio administrator—age 39—all phases—20 years experience—seeks responsible and permanent administrative position in am-tv plant. Family man of 7, clean, honest, keen and dependable. Box 193E, B•T.

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P. O. Box 5031, Dallas, Texas.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. **Box 723D, B•T.**

Stop looking! I've got it. Send for tape—then judge! Box 68E, B•T.

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Announcer, light experience, good DJ, news, sports, board. Third class restricted license. Disc, tape. Box 130E, B•T.

Announcer, experienced, seeking permanent position with good station. Will travel. Box 134E, B•T.

Top announcer—11 years experience. Now employed, desire change. Age 35, married, family. Will send tape by return mail. Two weeks availability. Box 143E, B•T.

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Spanish area. Announcer-newsman, programming, university graduate. Six years each, radio and Spanish. Objective: Fulfill Spanish radio desires by permanent residency, southwest. School town preferred. Box 150E, B•T.

Announcer—some experience—commercials, control board, strong preference for sports—for station staff. Single, veteran, travel, resume and tape. Box 151E, B•T.

Top sports announcer, can handle complete sports job; also staff work; five years radio and television, looking for position in either or both. Box 156E, B•T.

Announcer—radio-tv. Strong musical and platter personality. Pops-rhythm-classical-news-commercials-play-by-play sports. Travel for interesting staff connection. Qualified experience and sales background. Single—veteran—tape. Box 157E, B•T.

Announcer staff. One year experience, travel, veteran, single, tape. Box 158E, B•T.

Announcer-control board operator, reliable, experienced. Desires station staff connection. News, DJ, strong on commercials. Resume, tape, references. Box 159E, B•T.

Rockum-sockum rhythm blues jockey. Sell top market. Personal interview. Box 160E, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv. College grad., married. Presently employed. Box 179E, B•T.

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for fall season. Presently employed 5 kw independent. Tape and resume on request. Box 180E, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 181E, B•T.

Announcer—1st phone, disc news, sports—5 years. Family, permanent, northeast preferred. Box 182E, B•T.

Program director, 7 years experience, first phone, fair on engineering. 30, married, seeking advancement in midwest. Box 185E, B•T.

Experienced sportscaster, play-by-play, special events, newswriter. Top references, veteran, married, reliable. Will travel. Box 188E, B•T.

Cincinnati and Miami stations, power packed sports commentator, sports director. Age 35. Box 189E, B•T.

Experienced sports announcer. All sports play-by-play, radio and television. Prefer college color or high school play-by-play. Box 195E, B•T.

Sportscaster—radio or television. Experienced all play-by-play. Selling experience. Box 197E, B•T.

Am-tv announcer-sportscaster, 6 years experience radio, 2 years experience tv; special events, play-by-play, staff; married, 28, journalism grad. Write Box 198E, B•T.

Football, basketball, baseball play-by-play man. 6 years experience. Looking for sports station with opening in September. Excellent references—family man. Air checks available. Box 199E, B•T.

Negro DJ, tape, references. Jimmy Byrd, 107 Princeton, Hempstead, N. Y.

Announcer, school training—experience light. Walter Dickman, Metuchen, N. J. 6-0916W.

Announcer-staff, news-talent, commercials, strong ad-lib play-by-play sports, friendly platter shows. Mature, married, settle permanently. Limited experience, accent on future. Travel, tape. Joseph Lynch, 195 Elmwood Drive, Clifton, N. J.

Announcer—versatile, young, limited experience, 3rd phone. Prefer DJ. Conscientious hard worker. Dave Millan, 14662 Wisconsin, Detroit 38, Michigan.

Situations Wanted—(Cont'd)

Announcer—strong on news, DJ, commercials, play-by-play. Tape, photo, data available. Prefer South. Robert Miller, 1145 N. W. 6th Avenue, Ft. Lauderdale, Florida.

Versatile announcer—commercial appeal—strong language background. Pops and classical platters—plus news and continuity copy. Single, travel, reliable, tape, resume. Ralph Martin, 108-10 65th Ave., Forest Hills, N. Y.

Announcer-control board, staff personality-news, sports, commercials, smooth platter specialties, light experience, hard worker—bright potential, single, travel anywhere, tape, resume. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y.

Announcer, news, sports, DJ, strong sales background. Good commercial voicing—light experience, high potential, 3rd class license. Single, veteran, travel, permanent connection. Tape, resume. Bob Nelson, 45 4th Ave., Atlantic Highlands, New Jersey. AT 1-0866.

Experienced announcer wants station offering permanent, life-time, position. 29, married, don't drink or smoke. Not a floater. Contact Edward H. Osborn, 1639 North Meridan, Indianapolis, Indiana. Phone Wabash 2680.

Reliable capable announcer, DJ, good news, strong commercials, veteran, light experience—travel—tape. Don Richards, ℅ Staiti, 180 Grace Church Street, Port Chester, New York.

Staff announcer, platter personality, news, commercials, sports-listener appeal, capable continuity writer, control board, 3rd ticket—single, veteran, tape, resume. Mark Shor, 751 E. 178th Street, Bronx 57, N. Y.

Announcer: Good news and commercial voice. Original DJ. Limited board operations. Reliable, ambitious. Married and recent Midwestern Broadcasting School graduate. Midwest desired. Disc on request. Donald Susong, 1741 N. Kimball Avenue, Chicago 47, Illinois.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75.00. 2225½ 2nd Street S. W., Rochester, Minnesota.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Chief engineer, eighteeen years experience operation, maintenance and installation. Desires permanent position as chief engineer or will consider transmitter position with progressive station. Box 133E, B•T.

Experienced 1st phone engineer wishes to relocate in or near New York City. Box 145E, B•T.

Practical engineer—supervisory experience, eight years broadcast includes recent tv. Congenial. Likes responsibility. Box 153E, B•T.

First phone, 5 years experience am. Seeks permanent employment. Box 155E, B•T.

First phone. Six years studio, transmitter, maintenance. Desires position—5 kilowatt or larger, New York, Jersey, Pennsylvania area. Box 161E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted (Cont'd)

First phone, 4 years studio control, tapes, remotes, desires studio control. Jersey, New York, Connecticut, Massachusetts. Box 170E, B•T.

Chief. 17 years radio. First phone. Second telegraph. Extra class amateur. 8 years combination. Desire affiliation with progressive station anywhere. Minimum $100. Single. Sober. Car. Available two weeks working notice. All inquiries answered. Box 177E, B•T.

Production-Programming, Others

Program director, experienced director-producer, presently on staff of leading television network in New York City, desires change. Box 137E, B•T.

Program director-announcer-operator seeking employment with am-tv. Want job with future, good salary. Midwest. Best qualifications. Box 148E, B•T.

Program director—pleasing personality—good air delivery. Experienced all phases indie operation. Looking for right opportunity. Go anywhere. Box 178E, B•T.

Former army producer—seven years commercial experience, family man—three children. Interested in program director or newscasting. Will accept DJ or staff. Best reference—deep unaccented voice. Operates board. Available immediately. $80.00 plus talent. Bob Elliott, 2315 Spain Street, Baton Rouge, La. Phone 8-1597.

Television

Situations Wanted

Managerial

Sales manager with outstanding record at network radio station—which has just been sold. New owner asked me to stay but I desire tv as future. I am seeking sales or sales management job with station looking for intelligent application of maximum effort without high pressure. Excellent radio experience all phases but technical. Top references, 33, married. Now on west coast. Box 184E, B•T.

Announcers

Employed west coast radio announcer, six years experience, wants to enter tv. Neat appearance, versatile. Box 172E, B•T.

Draft exempt veteran, first phone, announcer; radio experience. Fully trained, television (Hollywood, California). Prefer east, southeast. Box 193, Sebring, Florida.

Technical

Experienced first phone operator. 10 years all phases am-fm, last 6 as chief. Age 29, married, family, good habits, capable. Completely reliable. Desire permanent employment as transmitter operator with tv or well established am. Box 994D, B•T.

Ambitious, reliable and thoroughly trained in all tv studio operations. Desires opportunity in technical department as cameraman. Available now, anywhere. Age 24, veteran. Box 142E, B•T.

Five years experience tv transmitter installation, operation, maintenance; also microwave and some studio. Box 147E, B•T.

Tv studio tech. and broadcasting, tech. school graduate. Seeks future, studio or telethon. Box 183E, B•T.

Attention tv-am grantees or established "live wire" stations: 1st class engineer, 13 years solid background all phases am, network master control, directional arrays, 4 years tv operations, maintenance and construction, desires permanent position at supervisory or executive level. If you demand top efficiency, technical "know-how," plain hard work and have a salary to match, let's get down to business. John B. Ledbetter, KCKN, 901 N. 8th, Kansas City, Kansas. Phone DR 4300 or NI 2464.

Production-Programming, Others

Five years experience radio production, programming, sales, major markets. Graduate SRT TV course. Seeks opportunity tv production and/or sales. Creative hard working, top references. Box 164E, B•T.

Television film director-buyer-supervisor. Ten years California film experience—color. Now employed eastern uhf. Purchased equipment, placed film dept. in operation. Practical experience film buying, programming, screening, sound cutting, splicing, shading. Some boom work. Top references. Box 187E, B•T.

Situations Wanted—(Cont'd)

Television production—young man, 24, single, graduate leading university having outstanding radio and television department. Experience in production and directing on college level. Ambitious. Box 196E, B•T.

For Sale

Stations

Network radio station in fine southern market. Can be had on reasonable terms by man with real ability. Needs resident owner. Box 98E, B•T.

Carolina daytime kilowatt, two station market in 50-100,000 population category. $15,000 down payment required, current earnings will pay balance on reasonable terms. Paul H. Chapman, 84 Peachtree, Atlanta, Ga.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Get on air economically. RCA 250 watt transmitter. Any offer considered. Ideal for Conelrad. Box 146E, B•T.

500 w am broadcast transmitter, approved composite of modern compact design, $700. Box 152E, B•T.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

1 kw Raytheon am transmitter 5 years old, all motorized controls. Now operating. Available September 1954. Make offer, WINA, Charlottesville, Virginia.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Experienced broadcaster wants all or part of established or new small am station, Texas, southwest. Box 94E, B•T.

Small station, reasonably priced. Or, part of small station as active partner. Box 190E, B•T.

Equipment, etc.

Wanted, used 5 or 10 kw fm broadcasting transmitter. Prefer equipment which operated near 100 mc. Give price and full details on reliability, tube life, etc. Box 110E, B•T.

Channel 12 used 5kw transmitter and 12 bay antenna. Cameras, synch generator, power supplies, projectors, etc. Box 136E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used RCA, pre-emphasis filter model MI-4926 A. WHTB, Talledega, Alabama.

Wanted . . . All equipment for new channel 7 station including 5 or 10 kw transmitter and associated equipment, 500 foot tower, 12 section antenna, film and studio cameras audio and master controls. STL and remote link. What have you? Dixie Network, Jackson, Tennessee.

Wanted—1 WE or RCA reactance tube type fm modulator in good condition. Output frequency unimportant. Advise price and availability to Walter Druz, Zenith Radio Corporation, Chicago.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Technical

ENGINEERS WITH MODEST CAPITAL WANTED

A profitable, going concern expanding on the West Coast can use two experienced engineers. This is a chance for you to secure your future. Only men with excellent references and experience should apply. TV experience desirable, but not essential.

Box 101E, B•T.

Television

Help Wanted

Announcers

Announcer

. . . for Major Midwest Market. Must have one specific specialty and must have TV experience. Send complete background to

Box 162E, B•T

Technical

TV ENGINEERS

Television engineering personnel needed for top power regional VHF station in Southeast. First phone required. Application should include experience, salary required and availability. Write Box 174E, B•T.

Situations Wanted

Managerial

GENERAL MANAGER
STATION MANAGER

Live wire team combining super-salesmanship-promotion with solid administration, programming and intelligent personnel management. Native Southerners; prefer South.

Box 165E, B•T.

ATTORNEY-ENGINEER

Age 39. Seeks position combining law and seventeen years of broad engineering experience. B.S.E.E., 1937, LL.B., 1954. Electrical construction and maintenance, TV-broadcasting, radio communications and electronic design.

Box 169E, B•T.

Production-Programming, Others

SPORTS-PROGRAM-PROMOTION

Sports play-by-play with outstanding record—major colleges and semi-pro. Seven years experience includes five as PD. Know sales and promotion. Present earnings good—but seek more aggressive operation in larger market, AM and/or TV. College. Married. Available September.

Box 173E, B•T.

Television

Situations Wanted

Technical

TELEVISION INDUSTRY
N. Y. TECH. (Crescent School)
GRADUATE
WILL RELOCATE
Practical Training as
CAMERAMAN
FLOORMAN
AUDIO OPERATOR
VIDEO TECHNICIAN
SCRIPT WRITER
ANNOUNCER-COMBO MAN
PROGRAM DIRECTOR
INQUIRE BOX 109E, B•T
For Resume

Production-Programming, Others

TV DIRECTOR

Due to staff reduction major midwest station in 6th year of operation has available a top-notch TV Director. This highly recommended person has experience in all phases of TV directing from basketball remotes to studio spots. Over 5 years in radio-TV. Exellent references.

Box 131E, B•T.

For Sale

FOR SALE

The following items of television equipment, all in first class condition are offered for sale with immediate delivery:

1—300′ Blaw Knox LT Tower
1—149′ Stainless Twin Tower with 2 10′x14′ passive reflectors.
1—RCA TF-3AM superturnstile.
1—Federal FTL-27A 2000Mc microwave relay (receiver and transmitter) w/ 6 ft. dishes.
1—Raytheon RTRIC 2000 mc microwave relay (receiver and transmitter)—1—6 ft., 1—8 ft. dish.
1—RCA TTC-3A switcher with console housing.
1—RCA TT-5A TV transmitter in excellent condition with S.B. Filter, Diplexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
400 feet 3⅛″ steatite insulated transmission line used but in good condition.
1—RCA 715B Oscilloscope.

Available due to purchase of higher tower and 100,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJIM-TV, Lansing, Michigan.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Stations

WANTED

On long term lease VHF Television Station. By financially responsible—Experienced operator. Replies held in strictest confidence.

Box 176E, B•T

(Continued from page 92)

stallation of new transmitter; 1050 kc, 1 kw, D. (BL-5360).

WLOK Lima, Ohio, WLOK Inc.—Granted license covering expired CP which authorized installation of new tower and ground system (mount tv antenna on top) (BL-5352).

Modification of CP

The following were granted extension of completion dates as shown:

WOC Davenport, Iowa to 11-11-54, condition; WCAR-FM Pontiac, Mich. to 2-11-55; WJLN-TV Birmingham, Ala., to 2-10-55; WMFL Miami, Fla. to 2-9-55; WTLB La Crosse, Wis. to 2-16-55; WCIO-TV Detroit, Mich. to 1-19-55; WIFE (TV) Dayton, Ohio, to 2-4-55; WPTR-TV Albany, N. Y. to 2-1-55.

July 28 Applications

ACCEPTED FOR FILING

License for CP

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—License to cover CP (BP-8614) as mod. which authorized new standard broadcast station (BL-5381).

Remote Control

WTAD Quincy, Ill., Lee Bcstg. Inc.—(BRC-462).

Modification of License

KLZ-FM Denver, Colo., LTF Bcstg. Corp.—Mod. of license to change name to Aladdin Bcstg. Corp. (BLH-76).

Miscellaneous

—ATTENTION—

Anyone knowing the whereabouts of PHIL ARNOLD, extremely near sighted person, d/b/a Independent Broadcasters of America or JAMES (JIM) A. HILL, radio promotion salesman contact

Box 167E, B•T.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C

Employment Services

**BROADCASTERS
EXECUTIVE PLACEMENT SERVICE**
**Executive Personnel for Television and Radio
Effective Service to Employer and Employee**
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Modification of CP

WHFM (FM) Rochester, N. Y., Stromberg-Carlson Co.—Mod. of CP (BPH-1905) as mod., for extension of completion date (BMPH-4933).

Renewal of License

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—(BRH-268).

WWOD-FM Lynchburg, Va., Old Dominion Bcstg. Corp.—(BRH-514).

Modification of CP

KLZ-TV Denver, Colo., LTF Bcstg. Corp.—Mod. of CP to change corporate name to Aladdin Bcstg. Corp. (BMPCT-2327).

License for CP

WCAU-TV Philadelphia, Pa., WCAU Inc.—License to cover CP (BPCT-1734) as mod. which authorized changes in facilities of existing tv station. (BLCT-221).

July 28 Decisions

BROADCAST ACTIONS

The Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WKAP Allentown, Pa.; KQV Pittsburgh, Pa.; WARM Scranton, Pa.; WAVL Apollo, Pa.; WEDO McKeesport, Pa.; WGBI Scranton, Pa.; WGPA-AM-FM Bethlehem, Pa.; WHUN Huntingdon, Pa.; WICK Scranton, Pa.; WJPA Washington, Pa.; WMBS Uniontown, Pa.; WNAR Norristown, Pa.; WPTS Pittston, Pa.; WSBA York, Pa.; WWSW-AM-FM, Pittsburgh, Pa.; WAZL-FM Hazelton, Pa.; WBRE-FM Wilkes-Barre, Pa; WCAU-FM Philadelphia, Pa.; WEEX-FM Easton, Pa.; WGBI-FM Scranton, Pa.; WLAN-FM Lancaster, Pa.; WLYC-FM Williamsport, Pa.; WPEN-FM Philadelphia, Pa.; WRZE-FM York, Pa.; WSAN-FM Allentown, Pa.; WVAM-FM Altoona, Pa.; WUSV Scranton, Pa.; WDFM State College, Pa.; WKJF Pittsburgh, Pa.; WVCH Chester, Pa.; WMBO-AM-FM Auburn, N. Y.; KBYR Anchorage, Alaska; WMCA New York; WFIL-AM-FM-TV, Philadelphia, Pa.; KGBS-TV San Antonio, Tex.; KPRC-TV Houston, Tex.; KRLD-TV Dallas, Tex.; WBAP-TV Fort Worth, Tex.; WCAU-TV Philadelphia, Pa.; WFAA-TV Dallas, Tex; WFBM-TV Indianapolis.; WOAI-TV San Antonio, Tex.; WPTZ (TV) Philadelphia, Pa.; WSM-TV Nashville, Tenn.; WGAL-TV Lancaster, Pa.; WJAC-TV Johnstown, Pa.

Pontiac, Mich., The First Baptist Church—Granted extension of authority to transmit religious programs to station CKLW, owned and operated by Western Ontario Bcstg. Co., Ltd., Windsor, Ontario, Canada, each Sunday, from 8:30 to 9:00 a.m. and 11 to 11.30 a.m. EST, for the period ending Aug. 13.

SSA

Extended Special Service Authorizations for the following stations for the period ending Sept. 30, 1954:

WNYC New York, N. Y., for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York, and from sunset Minneapolis to 10:00 p.m. (EST).

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi, Tex.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

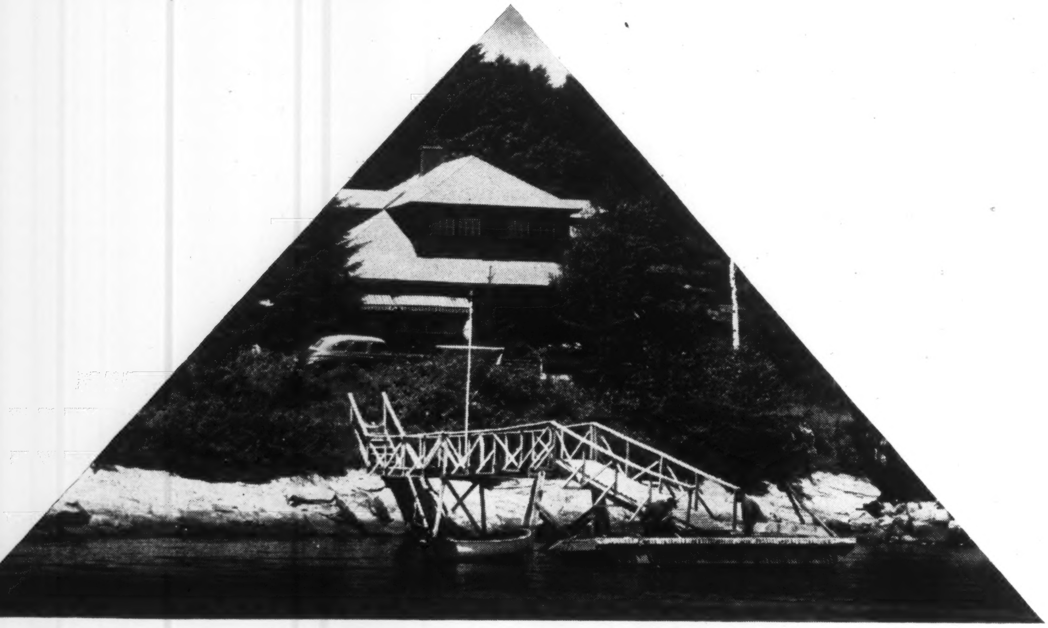
WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

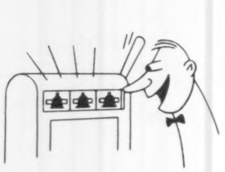
Bonus from Mt. Washington TV

$30,000 Summer Home in Maine



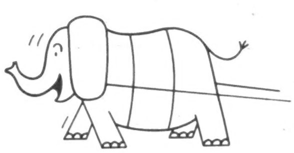
Use America's only "3-state one station TV network" and save — in 23 weeks of a 5 per week ¼ hour show — the complete cost of a $30,000 summer home on the Maine coast.

Average time costs run 54% less than the combined costs of the three TV stations giving next best coverage.



HITS ALL THREE

WMTW, transmitting from the top of Mt. Washington, covers most of the three states of Maine, New Hampshire and Vermont. Over 445,000 U. S. families live within the WMTW primary coverage area which has 224,572 TV sets. RETMA — May 28.



OUT-PULLS THEM ALL

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach — serves a one and a half billion dollar market — retail sales comparable to Richmond, Omaha, Akron, and Syracuse *combined.* On the air in August.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

TELESTATUS

August 2, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (▶) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
▶WABT (13) NBC, ABC, DuM; Blair; 260,000
▶WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52—Unknown
Decatur†—
▶WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
▶WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
▶WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
▶WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
▶KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
▶KOOL-TV (10) ABC; Hollingbery; 96,300
▶KPHO-TV (5) CBS, DuM; Katz; 95,300
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
▶KOPO-TV (13) CBS, DuM; Forjoe; 28,031
▶KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
▶KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
▶KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
▶KARK-TV (4) NBC, DuM; Petry; 65,091
▶KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
▶KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
▶KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
▶KBAK-TV (29) ABC, DuM; Forjoe; 65,000
▶KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
▶KQED (*9)
Chico—
▶KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
▶KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
▶KJEO-TV (47) ABC, CBS; Branham; 123,354
▶KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
▶KABC-TV (7) ABC; Petry; 1,861,132
▶KCOP (13) Katz; 1,861,132
▶KHJ-TV (9) DuM; H-R;; 1,861,132
▶KNBH (4) NBC; NBC Spot Sls.; 1,861,132
▶KNXT (2) CBS; CBS Spot Sls.; 1,861,132
▶KTLA (5) Raymer; 1,861,132
▶KTTV (11) Blair; 1,861,132
▶KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
▶KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
▶KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
▶KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
▶KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
▶KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
▶KGO-TV (7) ABC; Petry; 970,180
▶KPIX (5) CBS, DuM; Katz; 970,180
▶KRON-TV (4) NBC; Free & Peters; 970,180
▶KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
▶KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
▶KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
▶KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
▶KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
▶KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
▶KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
▶KBTV (9) ABC; Free & Peters; 227,882
▶KFEL-TV (2) DuM; Blair; 227,882
▶KLZ-TV (7) CBS; Katz; 227,882
▶KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
▶KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
▶KCSJ-TV (5) NBC, Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
▶WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
▶WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
▶WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
▶WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
▶WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

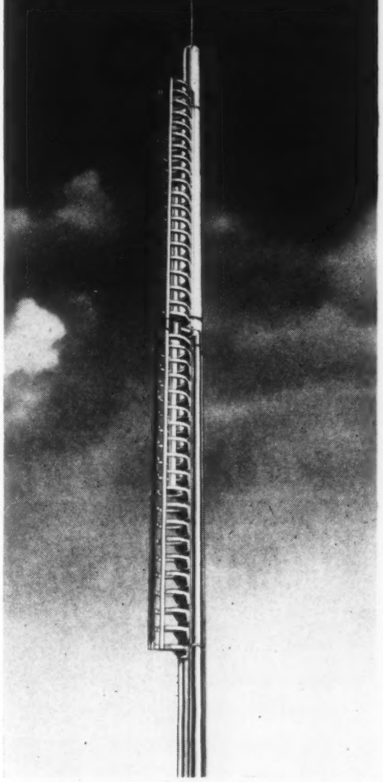
Washington—
▶WMAL-TV (7) ABC; Katz; 595,600
▶WNBW (4) NBC; NBC Spot Sls.; 624,000
▶WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
▶WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

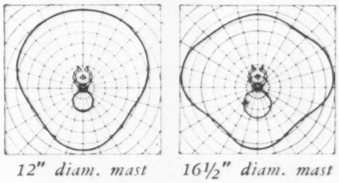
FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

SLOTTED — RING
TV-broadcast Antenna
FOR CHANNELS 7 THROUGH 13





12" diam. mast
16½" diam. mast

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin B-654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD
Manufacturing Co. Inc
299 ATLANTIC AVE., BOSTON, MASS.

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2), 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov·. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV 11 ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► **KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000**

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000

Bloomington†—
► **WBLN (15) McGillvra; 113,242**

Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12), 11/4/53-Unknown

Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000**
► **WBKB (7) ABC; Blair; 1,840,000**
► **WGN-TV (9) DuM; Hollingbery; 1,840,000**
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (29), 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 1,840,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54

Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► **WSIL-TV (22) ABC; Walker; 30,000**

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► **WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418**
► **WTVH-TV (19) ABC, DuM; Petry; 130,000**

Quincy† (Hannibal, Mo.)—
► **KHQA-TV (7) (See Hannibal, Mo.)**
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000**

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 78,000**

INDIANA

Bloomington—
► **WTTV (4) ABC, CBS, NBC, DuM; Meeker;** 549,284 (also Indianapolis)

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 118,000**

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 58,000
► **WEHT (50) See Henderson, Ky.**

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 494,000
► **WISH-TV (8) CBS; Bolling**
► WTTV (4) See Bloomington

LaFayette†—
► **WFAM-TV (59) DuM; Rambeau; 50,670**

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300**

Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,765

Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 240,000**

Cedar Rapids—
► **KCRI-TV (9) ABC, DuM; Venard; 116,444**
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 264,811**

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► **KQTV (21) Pearson; 42,100**

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 137,874

Manhattan†—
KSAC-TV (*8), 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 63,678

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KHQA-TV 7

Covers the prosperous
Keokuk, Iowa
Hannibal, Missouri
Quincy, Illinois
Area

There are
129,405
Families Unduplicated
by service from
any station outside
KHQA-TV's
Class B Contour

NOW 117,776

TELEVISION HOMES
In KHQA-TV's
100 mv/m CONTOUR

Exclusive CBS and
DuMont Television Outlet
For Keokuk-Hannibal-Quincy
Area

You need
KHQA-TV—Channel 7
to cover this market

Represented by
WEED TELEVISION
Chicago, New York, Detroit,
Atlanta, Boston, Hollywood,
San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Topeka—
KTKA (42), 11/5/53-Unknown
▶ WIBW-TV (13) **ABC, CBS, DuM; Capper Sls.;** 54,481

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
▶ KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† **(Evansville, Ind.)—**
▶ WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Louisville—
▶ **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634**
▶ **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).**
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; *1/15/53-Summer '54*

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
▶ **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000**
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
▶ **KTAG (25) CBS, ABC, DuM; Young; 17,000**

Monroe—
▶ **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R;** 145,700
KFAZ (43) See footnote (d)

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
▶ **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair;** 258,412
▶ **WJMR-TV (61) ABC, CBS, DuM; McGillvra;** 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
▶ **KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
▶ **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345**
WTWO (2) 5/5/54-Unknown

Lewiston—
▶ WLAM-TV (17) DuM; Everett-McKinney; 20,039

Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54

Portland—
▶ WCSH-TV (6) NBC; Weed; **116,627**
▶ **WGAN-TV (13) ABC, CBS; Avery-Knodel**
▶ WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
▶ **WAAM (13) ABC, DuM; Harrington, Righter** & Parsons; 552,235
▶ WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
▶ WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-Aug. '54 ***(granted STA Feb. 18)***

MASSACHUSETTS

Adams (Pittsfield)†—
▶ WMGT (74) ABC, DuM; Walker; 135,451

Boston—
▶ WBZ-TV (4) NBC; Free & Peters; 1,191,210
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
▶ WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
▶ WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000

Springfield—
▶ **WHYN-TV (55) CBS, DuM; Branham; 136,000**
▶ **WWLP (61) ABC, NBC; Hollingbery; 128,000**

Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
▶ WWOR-TV (14) ABC, DuM; Raymer; 54,250

MICHIGAN

Ann Arbor—
▶ WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26), 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)

Bay City (Midland, Saginaw)—
▶ **WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160**

Cadillac†—
▶ WWTV (13) ABC, CBS, DuM; Weed; 47,699

Detroit—
WCIO-TV (62), 11/19/53-Unknown
▶ WJBK-TV (2) CBS, DuM; Katz; 1,468,407
▶ **WWJ-TV (4) NBC; Hollingbery; 1,286,822**
▶ WXYZ-TV (7) ABC; Blair; 1,306,200
*WTVS (*56) 7/14/54-Late '54*

East Lansing†—
▶ **WKAR-TV (*60)**

Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)

Grand Rapids—
▶ **WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502**
▶ **WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922**

Lansing—
▶ WILS-TV (54) Venard; 51,000
▶ **WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000**

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
▶ **WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000**
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
Kalamazoo—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
▶ **KMMT (6) ABC, DuM; Pearson; 92,869**

Duluth† (Superior, Wis.)—
▶ KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
▶ **WDSM-TV (6). See Superior, Wis.**
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
▶ WCCO-TV (4) CBS; Free & Peters; **467,300**
▶ **WTCN-TV (11) ABC, DuM; Blair; 454,863**
KEYD-TV (9) 6/10/54-1/1/55

Rochester—
▶ KROC-TV (10) NBC; Meeker; 76,648

St. Paul (Minneapolis)—
▶ KSTP-TV (5) NBC; Petry; **467,300**
▶ WMIN-TV (11) ABC, DuM; Blair; **460,100**

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Jackson—
▶ **WJTV (25) CBS, DuM; Katz; 50,224**
▶ **WLBT (3) NBC; Hollingbery; 87,085**
▶ WSLI-TV (12) ABC; Weed; 80,000

Meridian†—
WCOC-TV (30) See footnote (d)
▶ **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300**

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
▶ **KOMU-TV (8) ABC, CBS, NBC, DuM; H-R;** 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
▶ KHQA-TV (7) CBS, DuM; Weed; 117,776
▶ **WGEM-TV (10) See Quincy, Ill.**

The Greatest Draw In Wichita!......
"BAR-16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"	
Mon. – 24.9	17.8	(Amos & Andy)
Tue. – 15.7	16.2	(Superman)
Wed. – 25.4	10.3	(Kit Carson)
Thur. – 21.6	11.9	(Hopalong Cassidy)
Fri. – 24.9	5.4	(Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6 for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double barreled pull!

See PETRY For Regional and National Participations!

KEDD
WICHITA KANSAS
NBC • ABC
REPRESENTED BY
Edward Petry & Co., Inc.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 402,796
► KMBC-TV (9) CBS; Free & Peters; 402,796
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360**
► **KSTM-TV (36) ABC; H-R; 215,000**
► KWK-TV (4) CBS; Katz
WIL-TV (42), 2/12/53-Unknown
► **WTVI (54) See Belleville, Ill.**

Sedalia†—
► KDRO-TV (6) Pearson

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► **KYTV (3) ABC, NBC; Hollingbery; 46,080**

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
► **KOPR-TV (4) CBS, ABC; Hollingbery; 7,000**
► **KXLF-TV (6). No estimate given.**

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 11,000

Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 38,853

Lincoln—
KFOR-TV (10) See footnote (d)
► **KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150**

Omaha—
► **KMTV (3) ABC, CBS, DuM; Petry; 283,150**
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas†—
► **KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925**

Reno—
► **KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428**

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► **WRTV (58) 107,000**

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► **WATV (13) Weed; 4,150,000**

New Brunswick†—
WTLV (*19), 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► **KGGM-TV (13) CBS; Weed; 43,797**
► **KOAT-TV (7) ABC, DuM; Hollingbery; 40,000**
► **KOB-TV (4) NBC; Branham; 43,797**

Roswell†—
► **KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418**

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► **WROW-TV (41) ABC, CBS, DuM; Bolling 95,877**
WTVZ (*17), 7/24/52-Unknown

Binghamton—
► **WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220**
WQTV (*46), 8/14/52-Unknown

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54

Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).**
► **WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000**
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
WTVF (*23) 7/24/52-Unknown

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14), 1/8/53-Unknown

Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650

New York—
► **WABC-TV (7) ABC; Petry; 4,150,000**
► **WABD (5) DuM; Avery-Knodel; 4,150,000**
► **WATV (13) See Newark, N. J.**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000**
► **WNBT (4) NBC; NBC Spot Sls.; 4,150,000**
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000**
► **WPIX (11) Free & Peters; 4,150,000**
WGTV (*25), 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 225,000
► **WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000**
WRNY-TV (27), 4/2/53-Unknown
WROH (*21), 7/24/52-Unknown
► **WVET-TV (10) ABC, CBS; Bolling; 210,000**

Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000**
► WTRI (35) CBS; Headley-Reed; 901,938

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43), 9/18/52-Unknown
► **WSYR-TV (3) NBC; Headley-Reed; 345,855**

Utica—
WFRB (19), 7/1/53-Unknown
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke; 143,000**

NORTH CAROLINA

Asheville†—
► **WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950**
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54

Chapel Hill†—
WUNC-TV (*4), 9/30/53-September '54

Charlotte—
► **WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700**
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222**

Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► **WFMY-TV (2) ABC, CBS, DuM; Harrington,** Righter & Parsons; 233,474

Greenville—
► **WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676**

Raleigh—
► **WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300**

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► **WSJS-TV (12) NBC; Headley-Reed; 213,267**
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► **KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125**

Fargo†—
► **WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260**

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680**

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-8/1/54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
► **WICA-TV (15) 20,000**

Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► **WKRC-TV (12) CBS; Katz; 525,000**
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls; 1,045,000
► **WXEL (8) ABC, CBS, DuM; Katz; 823,629**
WHK-TV (19) 11/25/53-Unknown

Columbus—
► **WBNS-TV (10) CBS; Blair; 307,000**
► **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34), 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**

Toledo—
► **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382**

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► **WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838**

Zanesville—
► **WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306**

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 52,348

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► **KWTV (9) CBS, DuM; Avery-Knodel; 256,102**
► WKY-TV (4) ABC, NBC; Katz; 271,841
KETA (*13) 12/2/53-Unknown

Tulsa—
► KCEB (23) ABC, NBC, DuM; Bolling; 90,000
► **KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100**
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11). 7/21/54-Unknown*

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OREGON

Eugene—
▶ KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000

Medford—
▶ KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,900

Portland—
▶ KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
▶ KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
▶ WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
▶ WLEV-TV (51) NBC; Meeker, 76,492

Chambersburg†—
WCHA-TV (46) See Footnote (d)

Easton—
▶ WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
▶ WICU (12) ABC, NBC, DuM; Petry; 208,500
▶ WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/15/54
▶ WHP-TV (55) CBS; Bolling; 166,423
▶ WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
▶ WARD-TV (56) Weed
▶ WJAC-TV (6) CBS, NBC, DuM; Katz; 773,494

Lancaster—
▶ WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
▶ WLBR-TV (15) Burn-Smith; 151,200

New Castle†—
▶ WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
▶ WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
▶ WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
▶ WPTZ (3) NBC; Free & Peters; 1,780,046

Pittsburgh—
▶ WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
▶ WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
▶ WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
▶ WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
▶ WHUM-TV (61) CBS; H-R; 175,000

Scranton—
▶ WARM-TV (16) ABC; Hollingbery; 160,000
▶ WGBI-TV (22) CBS; Blair; 165,000
▶ WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
▶ WBRE-TV (28) NBC; Headley-Reed; 163,000
▶ WILK-TV (34) ABC, DuM; Avery-Knodel; 175,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
▶ WNOW-TV (49) DuM; Forjoe; 87,400
▶ WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
▶ WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
▶ WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
▶ WAIM-TV (40) CBS; Headley-Reed; 46,700

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
▶ WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
▶ WCOS-TV (25) ABC; Headley-Reed; 56,800
▶ WIS-TV (10) NBC; Free & Peters; 107,450
▶ WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-9/26/54

Greenville—
▶ WFBC-TV (4) NBC; Weed; 277,662
▶ WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
▶ KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
▶ WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
▶ WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
▶ WATE (6) ABC, NBC; Avery-Knodel; 81,296
▶ WTSK (26) CBS, DuM; Pearson; 77,200

Memphis—
▶ WHBQ-TV (13) CBS; Blair; 285,737
▶ WMCT (5) ABC, NBC, DuM; Branham; 285,737

Nashville—
▶ WSIX-TV (8) CBS; Hollingbery; 191,810
▶ WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) CBS; Katz; 8/5/53-8/6/54 (granted STA July 6)

TEXAS

Abilene†—
▶ KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803

Amarillo—
▶ KFDA-TV (10) ABC, CBS; Branham; 51,831
▶ KGNC-TV (4) NBC, DuM; Katz; 51,831
KLYN-TV (7) 12/11/53-Unknown

Austin—
▶ KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081

Beaumont†—
▶ KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) 7/22/54-Unknown

Corpus Christi†—
▶ KVDO-TV (22) NBC; Young; 13,950
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
▶ KRLD-TV (4) CBS; Branham; 393,971
▶ WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000

El Paso—
▶ KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
▶ KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
▶ WBAP-TV (5) ABC, NBC; Free & Peters; 378,300

Galveston—
▶ KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

REVERSAL PROCESSING FOR TV

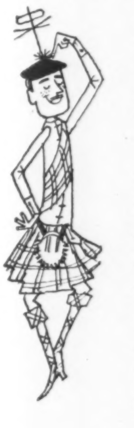
Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

EVEN MacDOUGAL WATCHES
W·H·E·N TV

MacDougal's pipes are getting hoarse from overwork. All day long the glens echo to, "Hail to the Chief — Channel 8!"



MacDougal, N. Y. is having its best fling in years! Even the dour Scot can't resist the fun on WHEN-TV.

But they're canny spenders, these upstaters. Tho their sporrans are plump and well-lined, they've a close way with tuppence and thruppence. It takes Channel 8, as full of witchcraft as Very Old Scotch, to turn a reluctant silver trickle to a fat, golden stream.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,280

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 200,702
► WOAI-TV (4) NBC; Petry; 200,702
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; **28,405**
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,759
► WTOV-TV (27) ABC, DuM; **Forjoe; 105,200**
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,679
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham: 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 52,500
► WMTV (33) ABC, NBC, DuM; Meeker; **54,000**

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBS; 35,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822
7,326

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 386; total cities with stations on air: 259. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,531,518.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

UPCOMING

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 4: Radio-tv testimony before Senate Rules subcommittee studying committee procedures, U. S. Capitol.

Aug. 4: NLRB hearing on AFM-AFTRA dispute resumes in New York.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 5: NARTB-record manufacturers, N. Y. Athletic Club, New York.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.
Aug. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

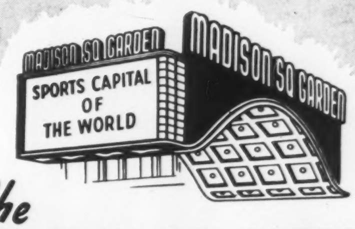
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

HOCKEY
BASKETBALL
RODEO
ICE SHOWS
BOXING
WRESTLING



The MADISON SQ. GARDEN Show

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

Agents in Principal Cities
STEVENS PICTURES for TV
Atlanta, Ga. Miami, Fla.
Dallas, Tex. Richmond, Va.
Nashville, Tenn.
RUSSELL-BARRY ASSOC.
Chicago, Ill.
CROWN PICT. INT'L.
Hollywood, Cal.
TELEPIX MOVIES Ltd.
Toronto, Canada
MERRIMAN HOLTZ
Portland, Ore.
GEORGE BRENGEL
Cincinnati, Ohio

Narrated by Marty Glickman & Stan Lomax
15-minute & half-hour versions
Now in 5th Big Year
Priced for low budgets
produced by
Winik FILMS
625 Madison Ave., N.Y., N.Y.
PLaza 9-5350

editorials

FCC Should Adopt Anti-Red Rule

IN THIS era of atomic fever, we still find those who shout "civil liberties" whenever Government seeks to tighten security in the vital field of communications.

The dissenters are at it again on the proposed FCC rule to make ineligible for commercial or amateur operator licenses anyone who is a communist, or communist front, or anyone who isn't of good moral character. This proposed rule is in keeping with the judgment of the Senate Foreign Relations subcommittee on espionage, sabotage and subversion.

We're not unmindful of the obvious truism that committees of Congress may be prone to exaggerate the extent of red infiltration. But we begin on the premise that, in communications, even one communist is one too many.

Those who protest derisively about new security rules as constituting a curb on freedom of expression seem to ignore the requirements in the law and the FCC regulations on the character of the licensees themselves. No one having communist connections could conceivably get an FCC license for any kind of operation, if that fact were known. One who is not of good "moral character" could not qualify as a licensee either.

The station licensee, of necessity, delegates authority in the technical operation of his station. The responsibility of the man at the transmitter is the concern of ownership and management. It is within his control to activate or inactivate the transmitter. His is a key position "when the whirlwinds blow," to use the highly descriptive phrase uttered by Comr. John C. Doerfer at the recent hearing on his confirmation for a new term on the FCC.

Four years ago FBI Director Hoover warned that the communists had as their primary objective the control of communication facilities in a national emergency. As early as 1946, he said, the party was given a special directive to penetrate the radio field, and their schools offered training courses in radio writing, acting and directing. In 1950, the CIO expelled a number of unions because of pro-communistic leanings, including one in communications which then had many licensed radio operators in its membership.

The proposed FCC rule should be adopted. Even with its adoption, broadcasters should continue to screen carefully all those people who have access to microphone, camera or transmitter.

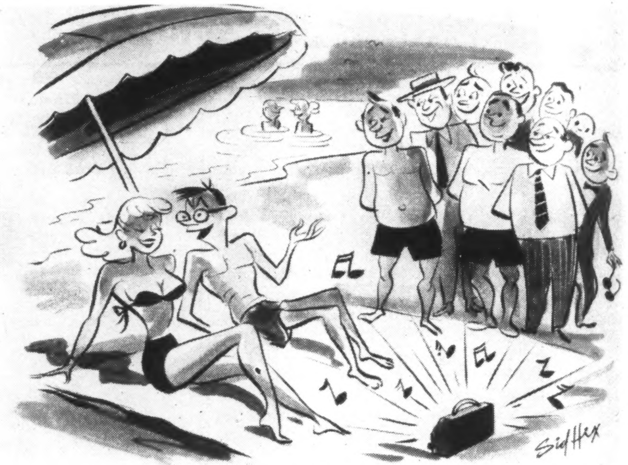
Bare Spot on the BBC Wall

TEN YEARS have gone since those grim days of broadcasts direct from London, when Big Ben's chimes were as well known on Main Street as on Piccadilly. Ed Murrow's "This is London," or Raymond Swing's authoritative commentaries were awaited eagerly by a hundred million Americans. And, likely as not, their word pictures became the headlined newspaper stories of the next day.

One of the many newsman who had broadcast from BBC's underground studio B-24 in Broadcasting House was Richard L. Strout, the *Christian Science Monitor's* veteran reporter. Mr. Strout has just revisited London, and in a nostalgic report titled "BBC—Rendezvous With Memory," tells of his return to that underground studio, whence came the BBC's *9 O'Clock News*, the U. S. broadcasts, and other transmissions to people the world over, theoretically out of range of Hitler's night bombers.

"French and Dutch Governments-in-exile broadcast here," Mr. Strout reported in the *Monitor* "and their leaders have now sent plaques and sentimental gifts to BBC, hung on the entrance walls, as quiet thanks for the historic spot. It seems a shame that the Americans who used these wartime facilities have not yet done likewise."

Indeed, it is a shame. Here is a project that should be handled, in the name of American broadcasting and broadcasters, now. It is a project for the NARTB and the networks.



Drawn for BROADCASTING • TELECASTING by Sid Hi

"Don't tell me *people don't still listen to radio!"*

Off Their Records

IN THE normal pattern of American business it is considered good policy to consult affected parties when a major change in techniques or specifications is contemplated. Unfortunately the nation's major phonograph record manufacturers neglected this important step when they decided abruptly to stop supplying broadcasters with 78 rpm pressings, shifting to 45 rpm discs.

Injury has been done to the relations of broadcasters and recording companies—injury that might easily have been averted. Obviously there is a common benefit in the submission of records to stations and their performance. Manufacturers get what they need most—performance and merchandising, without which few records can attain wide distribution. Stations get program material and can satisfy the public appetite for hit numbers as well as serious selections.

A sensible suggestion has come from NARTB. John F. Meagher, new radio vice president, asked record manufacturers to meet with him and the suggestion was accepted. The manufacturers will enter the meeting room Thursday with the realization they committed what is privately conceded to have been a public relations blunder.

There is some private fear that the record companies agreed to meet with NARTB more in the hope of salvaging industry goodwill than of rescinding the sudden shift of standards. They appear at this time to be more concerned with a swing in public preference for the small 45s than with the ability or willingness of stations to meet high technical and cueing standards. They cling to the belief that the 78 is disappearing and they like the economy of the 45s as against the more costly 78 pressings.

While some stations have approved the change, a considerable segment of the broadcasting industry is not equipped to play 45s and the companies supplying conversion facilities are a month and more behind orders. Another segment refuses to convert because of purported inferior technical qualities of the fine grooves, from a broadcast standpoint, and plans to get along with present libraries augmented by 78s from smaller manufacturers and over-the-counter purchase of desired records.

The record makers know they acted unwisely and with haste. They know that broadcasters have supplied a substantial share of the sales stimulus behind their product. They know, too, that radio silence would cripple their business.

The answer is simple. They have been offered a chance to reconsider an ill-conceived action. If they want their records performed, all they need do is supply stations with a usable and durable product, suitable for professional performance.

WWJ/WWJ-TV, together with the George P. Hollingbery Co.

give you FULL MEASURE...

TOP PROGRAMS

ON-THE-AIR PROMOTION

MERCHANDISING AIDS

"THE MARKETER"

NEWSPAPER ADS

TRANSPORTATION ADV.

NEWS COLUMNS

EDWIN K. WHEELER
General Manager
WWJ - WWJ-FM - WWJ-TV

GEORGE P. HOLLINGBERY
President
George P. Hollingbery Co.
Chicago
New York
Atlanta
Los Angeles
San Francisco

Clients and agencies all across the country are familiar with the hard-working staff of the George P. Hollingbery Company, and with the plus services offered by WWJ and WWJ-TV . . . with the carefully supervised quality of WWJ and WWJ-TV programs—the heavy schedule of on-the-air announcements that backs every show—the publicity resources of the WWJ stations—and such thorough merchandising aids as "The Marketer" which goes monthly to 3100 food and drug retailers.

This combination of foresighted planning, comprehensive promotion and friendly client contacts has made the WWJ stations leaders in the Detroit market. ***Together, the George P. Hollingbery Company and the WWJ stations pledge themselves anew to give advertisers a full measure of support in every selling effort.***

WWJ AM/FM and WWJ-TV

NBC AFFILIATES

FIRST IN MICHIGAN • *Owned and Operated by* **THE DETROIT NEWS**
National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**